BROADCASTING

Broadcast Advertis

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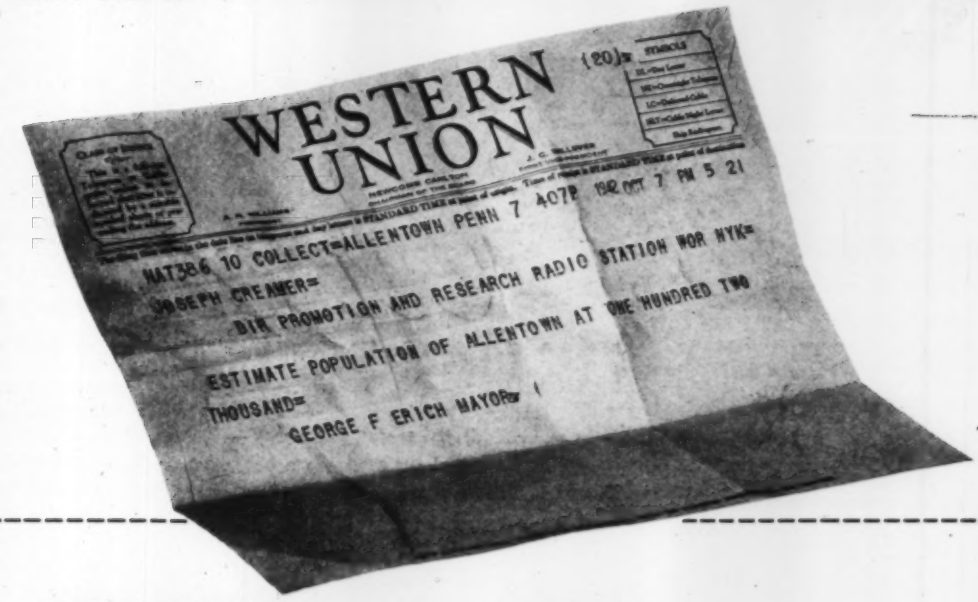

WESTERN UNION
NAT386 10 COLLECT=ALLENTOWN PENN 7 407P
JOSEPH CREAMER=
BIN PROMOTION AND RESEARCH RADIO STATION WOR NYK=
ESTIMATE POPULATION OF ALLENTOWN AT ONE HUNDRED TWO
THOUSAND=
GEORGE F ERICH MAYOR=

the MAYOR says it's so . . .

Ever since we've been knee-high we've talked about WOR's 14 great cities of more than 100,000 people each. Cities like Newark, Hartford, Reading, Elizabeth, Philadelphia, et al.

Then our sleuths got curious. Said they, "Come, Gentlemen, things *do* change. Cities grow. And if cities ever grew, the growling, vital industrial centers of the WOR area are growing today."

They, the sleuths, sent telegrams; called, poked, came up with some surprising results. One we reproduce above—more will be added.

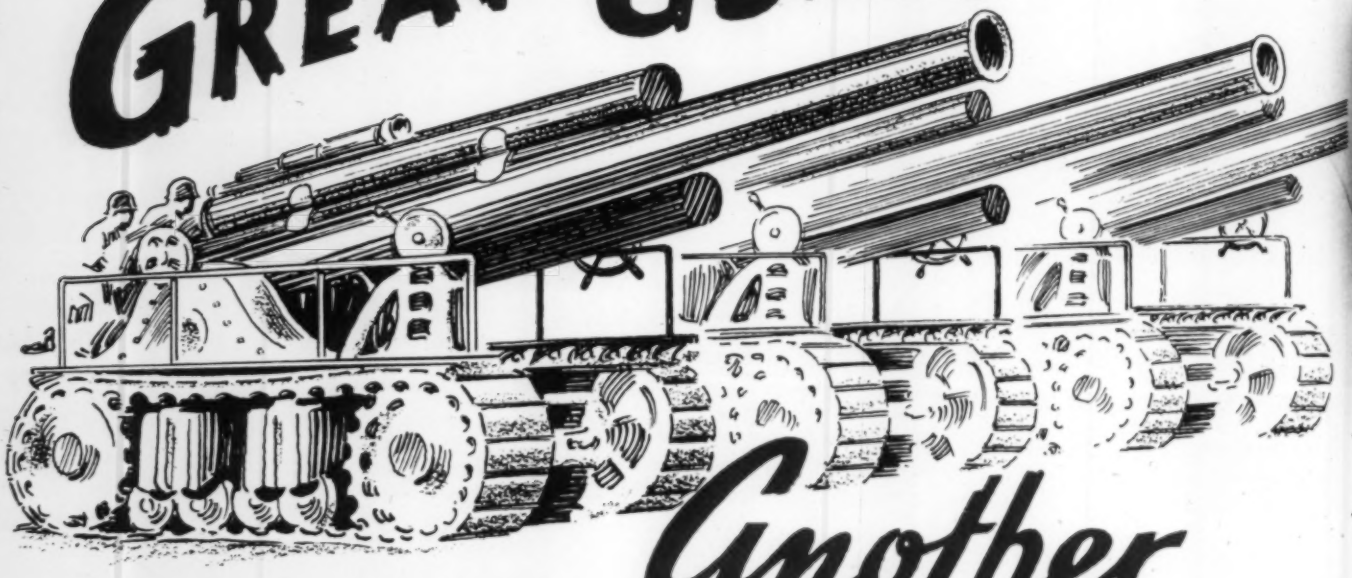
THE POINT, however, is—WOR today is covering 15 of the greatest war work, living, listening centers in the U.S. WOR today is—for the price of one station—a formidable spot network. WOR, in fact, is delivering 10% more listeners than ever before. And its homes with radios are 12% greater than ever before—4,678,000, to be exact—6,100,000, if you'd like to include that area from which WOR receives 15% of its total station mail!

our address is **WOR**

—that power-full station at 1440 Broadway, in New York

XUM

GREAT GUNS!



Another MILLION POUNDS OF SCRAP!

1,000,000 POUNDS OF SCRAP IRON CONTRIBUTED BY 9,436 PEOPLE on ONE NIGHT to see a stage show by stars of the WLS National Barn Dance in Danville, Illinois, on October 14.

FOR GUNS, and tanks, and ships — 9,436 guests contributed 100 pounds of scrap metal each to see a presentation of the WLS National Barn Dance in the high school auditorium at Danville, Illinois, on the night of October 14!

The scrap material turned in by these loyal Midwest people actually totalled more than *1,000,000 pounds.* All proceeds from the sale of the scrap, $4,343, were donated by WLS-Prairie Farmer to the local Vermilion County U.S.O. fund.

This is the *second* million pounds of scrap raised by WLS-Prairie Farmer; we did it before in McLean County (Bloomington) on June 27 — another million pounds of scrap metal and rubber, with proceeds there going to the local U.S.O.!

We are proud of the thousands of patriotic listeners who contributed this second 500 tons of scrap . . . and happy that we could work with them and the local Vermilion County Salvage Committee in this joint contribution to the nation's war effort.

WLS CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

There's no place like home; for Selling by RADIO!

ACCEPTANCE
is
The
YANKEE
NETWORK'S
FOUNDATION

The first requisite is to get your messages in the home—not now and then, but every day! Not as a casual visitor, but on stations that are welcomed as long established friends and neighbors.

Unless you are a native born New Englander, unless you know their characteristics, habits and qualities of loyalty you can't appreciate how important this is.

Yankee Network hometown stations are "friends" of years standing, known and preferred in the 20 key markets they have faithfully served.

The consistent success attained by scores of leading national advertisers is the most significant and convincing evidence that the sales-way to New England is through Yankee Network's "accepted" stations.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

You See, Sir? Mr. Montmorency is no longer with us . . .

He's gone to buy up time on station KFAB . . .

You, likewise, should let nothing stand in your way. Consider the evidence: The largest farm income in the history of the middlewest; the cycle this income is making from farmer to merchant to dentist to insurance man to grocer to wholesaler to farmer, ad infinitum.

Over all the active farm and small town markets of Nebraska and her neighboring states extends the friendly voice of KFAB, persuading, influencing and *selling*.

There's no escaping the fact: In this region, *you need time on* KFAB. The station still has a little for sale.

ED PETRY CO
NAT'L REPR

KFAB
LINCOLN, NEBR

DON SEARLE
GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 18 NOVEMBER 2, 1942

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Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

New HIGHS in TAMPA

REAL ESTATE TRANSFERS up 28% OVER A YEAR AGO

WFLA
NBC

NATIONAL REPRESENTATIVE JOHN BLAIR & CO.

WNEW NEWS

VOL. 1 NO. 1 | ISSUED MONTHLY IN NEW YORK | NOVEMBER, 1942

BUSINESS NEVER BETTER

69 WNEW Advertisers Include Local Sponsors

Block, Ballroom Still Tops for Sales, Ratings

Radio's Greatest Salesman Producing for 19 Sponsors

Eight years ago enough listeners liked WNEW's "Make Believe Ballroom" to influence one sponsor to take a chance. Today, the Ballroom is New York's favorite program for 12 of its 14 quarter-hours on the air—with sponsor-appeal to match.

Nineteen advertisers, whose combined years on the Ballroom total 48, are now taking advantage of radio's top salesman and most merchandisable personality — Martin Block.

No other program on any station can boast this who's who of sponsorship: Gruen, B-C (6 years); New York State Milk Fund (5 years); Mission Bell Wines (4 years); Del Monte Fine Foods, Andy Boy Broccoli, Abelson's (3 years); Ivory Snow, Camay, Dura-Gloss, Lucky Strike, National Shoes, Hensler Beer (2 years); and in their first year: Musterole, French's Bird Seed, The Brunswick Laundry, Howard Clothes and Nedick's.

H. Morgenthau Please Copy

Of the first $250,000 worth of War Bonds bought by WNEW listeners, 54 of every 100 were $25 bonds.

N. Y. Federal Reserve bond sales (August) show 72 of every 100 were $25 bonds.

WNEW listeners bought a greater percentage of bigger bonds than did the general public in Greater New York:

Bonds	*WNEW Sales*	*Fed. Res. Sales*
$ 25	54%	72%
50	19	14
100	18	12
500	5	1
1,000	4	1

ZEKE MANNERS

See that big grin? Noticed that extra zing in Zeke's daily hour of corn over WNEW? There's a reason, pardner.

Zeke Manners, the hillbilly, is ten years old. And ten years as a 'billy, is more than an anniversary—it's a record!

A few years ago, Hillbillies from all over America left the hills and came to New York; Zeke had more competition, than he had audience.

But Zeke stayed head and Stetson above the field, and he's made corn pay more and make more than anyone whoever split an infinitive. Right now he's parlaying an accordion, an ad lib or two, a good versatile gang and some really fine music into success for Howard Clothes, Roma Wines, Community Opticians, Canadian Fur Corp., Ex-Lax and Franck's Chicory.

Zeke can't read the "Pulse of New York" September ratings, but we tell him that he averages better than 15% of the available listeners from 9-10 A.M., and he's happy. So are the sponsors.

Who wouldn't be?

Personal Notes

A. Hitler: Martin Block and Spike Webb have made New York "Der Feuhrer's Face" conscious. WNEW listeners bought $60,000 worth of bonds in three days, got a free copy of Webb's Victor recording with each bond. That disc's a delight, Adolf. It'll kill you—we hope.

Ask Retailers About Radio

Ask any retailer using radio about his station's effectiveness. When a merchant totes up his cash register every Saturday, results have to be there! Howard Clothes, Nedick's, Community Opticians, National Shoe Stores—new and old WNEW advertisers know about all the customers this station sends in to be satisfied.

Consider also WNEW's unique record of producing for retailers with restricted trading areas. Rogers Dept. Store, 75-year-old Bronx institution, is using five quarter-hours a week. Barney's has one store; Canadian Fur Corp. has one New York store, one in Newark.

L. Bamberger & Co. and other New Jersey retailers know WNEW's low-cost selling strength in localized areas of this station's coverage. Hensler Brewing Co., selling 50% of its beer in Essex county, is in its second 52-week "Make Believe Ballroom" contract.

The Brunswick Laundry of Jersey City, world's largest, can send its trucks into but three New Jersey counties. As its only radio advertising, Brunswick is using Martin Block and the Ballroom, for intensive selling where it counts.

Checked WNEW's "Pulse" Lately?

More power to WNEW (10,000 watts since last December) has meant more of everything good.

More coverage; more radio homes; more listeners; more business. It's meant higher ratings, too.

For example: the September "Pulse" shows that—from 6 A.M. to 12 Noon—WNEW has more listeners than any other station in the metropolitan area.

Just what you'd expect from one of America's most independent stations.

BOTH SIDES OF THE MIKE

WNEW's "We Refuse To Die," starring Madeleine Carroll in a radio play adapted from the Paramount Victory Short, a smash show, aptly termed "the answer of free peoples to Nazi tyranny and oppression" . . . Samuel H. Cuff, WNEW news analyst heard Sundays at 1:00 P.M., hit a 2.3 "Pulse" rating (highest for that period) in September . . . *Zeke Manners, driving to Newark for a rush guest appearance, asked: "Where else could you get a hillbilly—with a car—with gas—at a minute's notice?"* . . . As of October 26, these advertisers are using WNEW for the first time: Admiracion Shampoo, Seamprufe Slips, Douglas Shoes, Super Suds, Franck's Chicory, Howard Clothes, Allstate Insurance, Antiphlogistine, Virginia Dare Wine, Chidnoff Studios, Rogers Dept. Store, Musterole, Wesson Oil, French's Bird Seed . . . Fourteen Firsts! . . . **John B. Kennedy, WNEW commentator, addressing Howard Clothes executives at a luncheon recently: "Gentlemen, I'm glad to be working for you people. I'll tell you one thing right now—No Nazi or Fascist or Jap will ever buy a suit of Howard Clothes!" John is still thrilled over the applause!**

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATION

J. T. GRIFFIN

OWNER, KTUL, TULSA, AND KOMA, OKLAHOMA CITY

1901—Began career in retail grocery in Mississippi
1902—Moved to Indian Territory, entered wholesale grocery business
1908—Founded Griffin Grocery Co.
1932—Acquired Station KOWC in Chickasha, Oklahoma
1933—Moved KOWC to Tulsa, changed call letters to KTUL, 500-250 watts
1934—KTUL affiliated with CBS
1938—KTUL raised to 5,000 watts, day
1939—Acquired Station KOMA, Oklahoma City, 5,000 watts day and night—CBS
1940—KTUL raised to 5,000 watts, night

HE knows his groceries! Thirty-nine years ago, J. T. Griffin, sensing the new markets and new opportunities in Indian Territory, began a spectacular career in the wholesale grocery business in what is now Oklahoma. In 1932, impressed by the results of radio advertising, J. T. entered the radio business as well. Today his Griffin Grocery Co. is doing business at the rate of $15,000,000 per year, and his two radio stations—KTUL at Tulsa and KOMA at Oklahoma City—are top-flight, aggressive merchandising media in Oklahoma.

We know our groceries, too! Here at F&P we know that regardless of what skill is displayed in creative work, the *sensing of market opportunities and the selection of stations is still the most important job your agency faces.* And the most difficult, too, because it is not illuminated by the flash of genius, but only by hard, critical, painstaking *work.*

Today, with changing times and changing markets, the job of time-buying is now more trying than ever. But for ten years we have made it our concern to *know* American markets and radio stations and to keep abreast of developments by constant travel and communication. So despite these changing times, we are continuing as your No. 1 source of spot information on spot broadcasting, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DUL·TH
WDAY	FAR·O
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 | NEW YORK: 247 Park Ave., Plaza 5-4131 | SAN FRANCISCO: 111 Sutter, Sutter 4353 | HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 | ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 23, No. 18 WASHINGTON, D. C., NOVEMBER 2, 1942 $5.00 A YEAR—15c A COPY

U.S. Poised to Lease All Shortwave Stations

11 of 14 Outlets Tied Up for Unified Operation

UNCLE SAM was prepared last weekend to become the virtual operator of America's international shortwave broadcasting system, taking over fullscale programming from most of the private licensees, as leases for facilities were being signed with five companies as a war emergency measure.

Several of the leases were still being negotiated as BROADCASTING went to press Friday, but the basic scheme of Government program operation, which was ready to go into effect Nov. 1, was said to have been approved in principle by officials and companies involved, and all the leases were expected to be signed by Saturday, Oct. 31.

To Reimburse Costs

Of the 14 existing international stations, two (KWID, San Francisco, and WLWO, Cincinnati) have been fully programmed for some time by the Office of War Information and the Coordinator of Inter-American Affairs (Rockefeller Committee). Last Friday representatives of OWI and CIAA had concluded or were about to conclude leases for 10 stations under the terms of which the broadcasters are to continue technical operation of their facilities, without profit, in return for which the Government will pay all costs of operation. This includes costs of staff, power, depreciation and upkeep, all to be reimbursed to the private operators.

In effect, the Government is leasing time from the five companies involved, and will use the facilities for preparing and transmitting shortwave programs throughout the world for the period of the war. Two of the companies, CBS and NBC, have arranged to build some of the programs in collaboration with OWI and CIAA, but the Government agencies are virtually in control of the entire program structure.

The 10 shortwave stations for which formal leases were being procured are: CBS's WCRC, WCBX and WCDA, New York; Crosley Corp.'s WLWO, Cincinnati; General Electric's WGEO and WGEA, Schenectady, and KGEI, San Francisco; NBC's WRCA and WNBI, New York; Westinghouse's WBOS, Boston.

World Wide Unsigned

The only company still remaining outside the scheme, but expected to be lined up shortly, is World Wide Broadcasting Foundation, Boston, operating three transmitters—WRUL, WRUS, WRUW.

A lease had previously been made with KWID, San Francisco, licensed to a company headed by Wesley I. Dumm, operator of KSFO, in that city, and the operation of Crosley's WLWO by OWI-CIAA has been conducted by the Government agencies for some months under a gentlemen's agreement, formalized by the new lease.

OWI-CIAA are linking all the stations, with the exception of the two on the Pacific Coast, by landline. The technical setup calls for so grouping the stations that each group can simultaneously broadcast different programs to different parts of the world. All programs will clear through OWI's New York control board. Beaming will be used extensively and various languages will be employed under the program of psychological warfare worked out by Elmer Davis, OWI chief, and Nelson Rockefeller, CIAA coordinator. Both last week were represented as highly pleased with the new setup, praising the five companies for cooperating with the Government in its "integration plan."

Division of Time

Actual negotiations were concluded by their radio chieftains—Robert Sherwood, OWI administrative director of overseas development, and Don Francisco, director of the Radio Division of CIAA. They worked with Gordon Persons of the Communications Facilities Bureau of OWI, and Dudley Bonsal, CIAA general counsel, who were in New York last week concluding the leases.

The operations plan envisages use of the facilities by CIAA in general from 5 p.m. to 1 a.m. daily, and by OWI the remainder of the time, with various cut-ins by each for special programs as required. KWID and KGEI are not linked into the landline grouping because of the enormous cost of transcontinental lines, but they will be linked together as a unit and will operate as a separate entity. For example, CIAA will pipe all its Spanish and Portuguese programs over the Eastern segment of stations and all its English programs over the two Pacific Coast stations.

Studios of NBC and CBS, to-

(*Continued on page 47*)

Mediators Study Detroit Music Strike

Work Stoppage Averted; Higher Pay, Fewer Hours Sought

A THREATENED strike by the Detroit AFM Local No. 5 against three Detroit stations, WJR, WXYZ and WWJ, was suspended last week when it was agreed to mediate the dispute before the Michigan Mediation Board this Monday (Nov. 2). The musicians' demands include increase in wages and number of men for each station, reduction from 18 to 15 working hours per week, and guaranteed employment with two weeks annual vacation. In the case of WXYZ, the additional expenditure, according to Manager H. Allen Campbell, would amount to approximately $35,000 per year. Increases for the other two stations would parallel this figure.

When these demands were refused by the stations whose contracts expired a few weeks ago, the union last Monday indicated its intent to strike to the State Mediation Board. According to Michigan law, however, the union had to wait five days before striking after a formal strike declaration.

The strike possibilities of the dispute were greatly reduced when it was learned AFM headquarters in New York had notified the Detroit local that a strike would be inadvisable in view of a recent public statement addressed to President Roosevelt by Dan Tobin, vice-president of the AFL, to the effect that there would be no AFL strikes for the duration.

Jack Ferentz, president of the Detroit local, stated that if no settlement were reached, a decision on strike action would be made by AFM headquarters. The dispute may also be reviewed by the War Labor Board, whose certification of any pay raise is now necessary.

In the meantime the stations are operating under the provisions of the expired contract.

* * *

Clark Bill Studied

On Capitol Hill the bill (S-2874) introduced by Senator Clark (D-Idaho) to curtail Petrillo's power to pull AFM musicians off recording jobs remained status quo during the week. After introduction Oct. 23 [BROADCASTING, Oct. 26], the measure was sent to the Interstate Commerce Committee, of which Senator Wheeler (D-Mont.) is chairman.

Neither Senator Wheeler nor the committee took any action. This in itself was not considered significant inasmuch as Capitol Hill has been slowed to a walk in the pre-election period. Senator Wheeler had indicated his opposition to the bill as an anti-strike measure.

The Clark bill is now in the hands of several Government agencies for study. Among the agencies are the War and Navy, FCC, OWI and Dept. of Justice. Should all these submit favorable reports on the proposed legislation, Senator Clark will be in a position to force further Senate action provided Senator Wheeler's committee fails to reach a decision.

Senator Clark has received large stacks of complaints from groups inside and outside the industry, requesting action to thwart the dictator tactics of Petrillo and the union he dominates.

No committee action is antici-

(*Continued on page 42*)

District Meetings Voice Approval of NAB Music Stand

Plan to Promote Radio Use By Retailers Endorsed

For attendance lists, see page 48

APPROVAL of the NAB effort to remove the "unfair, undemocratic and un-American Petrillo ban on recorded music" was unanimously given at three NAB district meetings during the last 10 days. Similar endorsement was given the retail promotion committee plan to bring about wider use of radio by retail stores, especially department stores [see story on page 9].

Discussion of wartime broadcast problems marked the three sessions and Government speakers went into the problems of interest to broadcasters and the public. Among those appearing for the Government were Carl Haverlin, headquarters consultant for industry relations, OWI; Eugene Carr, assistant to the radio censor; Frank McIntosh, chief, Radio & Radar Section, WPB; Marvin Beers, OCD; M. A. Milman, Radio & Press Section, Treasury.

At the District 4 meeting in Pinehurst, N. C., Oct. 23-24, G. Richard Shafto, WIS, Columbia, S. C., district director, presided, with 81 broadcasters, Government and industry representatives attending. At a dinner Gov. J. Melville Broughton, of North Carolina, lauded achievements of the broadcasting industry and stressed its part in the war effort.

District 5 Sessions

The District 5 meeting was held in two sections. The Florida section met Oct. 25-26 at the George Washington Hotel in Jacksonville. Frank M. King, manager, WMBR, Jacksonville, presided, with 40 in attendance. President Neville Miller was unable to be at this meeting, having been called to Washington after the District 4 session. C. E. Arney Jr., assistant to the president, represented Mr. Miller.

The Georgia-Alabama section met Oct. 28-29 in Atlanta, with Mr. King again presiding. Sixty-five persons attended. At this meeting John M. Outler Jr., WSB, Atlanta, 5th District sales managers chairman and also chairman of the NAB Sales Managers Executive Committee, discussed the retail sales plan. Lewis H. Avery, NAB director of broadcast advertising, reviewed efforts of his department to promote more and better advertising. He also discussed the retail promotion plan.

Pepsodent Breaks

PEPSODENT Co., Chicago, through Lord & Thomas, Chicago, on Oct. 26 started an eight-week campaign for Pepsodent toothbrush. Live daytime chain-breaks have been placed three to six times a week on 90 stations in 48 markets.

THE REILLYS MOBILIZE for victory! Capt. John A. Reilly, manager of KOY, Phoenix, now stationed at Provost Marshal General's Training Center, Fort Ogelthorpe, Ga.; his wife, 3d Officer Lillian W. Reilly, WAAC; their 19-year-old-son, John A. Reilly Jr., Armored Forces, met in Washington last week for a quick wartime reunion. Capt. Reilly served in France and Germany as a sergeant of infantry in World War I. There he met his wife while she was serving as chief physiotherapy aide in the Reconstruction Service.

ABA Sounds Industry Desires On Proposed Permanent Setup

General Meeting to Be Held if Enough Interest Is Shown; Paid President Is Contemplated

OVER the signatures of its nine founders and directors, the newly-formed American Broadcasters Assn., projected as an industry trade group designed to be more representative than the NAB, last Thursday sent to all stations a letter stating its position and asking owners and managers to signify on an enclosed postcard whether they were interested in making permanent the new association.

Formation of ABA grows out of dissatisfaction with the NAB's representation in Washington, as expressed in recent months and as acted upon—favorably to continuance of the NAB and its president, Neville Miller—at the Oct. 18 meeting of the NAB board in Chicago [BROADCASTING, Oct. 19].

Plans for Permanence

If enough stations are interested in ABA, the letter states, it is proposed to have a general meeting as soon as possible for adoption of permanent by-laws and election of directors. ABA's plan also is to secure as paid president "a man who has the necessary contacts in Washington to properly represent the viewpoints of the broadcasting industry on the vast number of problems which are constantly arising under the present situation and to have as a secretary-treasurer a man who is familiar with actual broadcast operations."

In this connection, one trade publication hinted at the possible selection of FCC-BWC Chairman James Lawrence Fly for an unnamed trade berth, but this was denied to BROADCASTING by ABA's temporary president, John Shepard 3d, president of Yankee Network, while Mr. Fly, apparently uninterested, stated that he was concerned now only with serving his country where he could do the most good.

The ABA letter bore the signatures, besides Mr. Shepard and Walter J. Damm, WTMJ, Milwaukee, temporary secretary-treasurer, of Harry Bannister, WWJ, Detroit; Ed Craney, KGIR, Butte, Mont.; Stanley Hubbard, KSTP, St. Paul; Eugene Pulliam, WIRE, Indianapolis; James D. Shouse, WLW, Cincinnati; George B. Storer, Fort Industry Group; O. L. (Ted) Taylor, KGNC, Amarillo, and the Taylor-Howe-Snowden group of stations.

Text of Letter

Full text of the letter follows:

For many months the undersigned have not been satisfied with the representation which the broadcasting industry has had in Washington, as reflected by NAB. The American Broadcasters Assn. was, therefore, incorporated and set up to comply with the various legal requirements by adopting *temporary* by-laws, electing *temporary* directors and *temporary* officers. In the hope that NAB would make various changes so that it might represent the entire industry and do it more effectively, we delayed further activity in order to encourage such a move. At the NAB directors' meeting in Chicago, as you have doubtless noticed from the press reports, no action was taken to accomplish this result.

We realize that many of you, to whom this letter is addressed, believe that any change is unnecessary. We also are sure that many of you feel as you do because you have not had an opportunity to learn the facts.

Rightly or wrongly, NAB is considered by many in Washington to be more representative of the networks' attitude than it is of the attitude of individual stations, and we understand that an organization composed of individual stations would be welcomed.

The ABA, as at present organized, is open to the networks for membership for their M & O stations, but not to the networks themselves as active members.

It is our belief that it would be as beneficial to the networks as to the individual stations to have a strong organization in Washington that represents the station's viewpoint. This is not a reflection on the networks in any way, but they have different problems from the individual stations and they are adequately represented in Washington to protect their own interests without the need of any organization.

The ABA Plan

If enough stations are interested in ABA, it is proposed to have a general meeting as soon as possible for the adoption of permanent by-laws and the election of directors for a year. It is further contemplated that the officers, that is, the president and the secretary-treasurer, will be fulltime paid people.

The ABA plan is to secure as president a man who has the necessary contacts in Washington to properly present the viewpoints of the broadcasting industry on the vast number of problems, which are constantly arising under the present situation, and to have as a secretary-treasurer a man who is familiar with actual broadcast operations. It is our feeling that such a team is needed to properly represent the industry in Washington and can do the industry a vast amount of good.

In order to proceed with this proposed setup, it is necessary that we know what the general interest in the organization would be among broadcasters. The undersigned represent 27 stations so that we have a good nucleus as a start.

In order that we may know of your interest one way or the other, will you please check the enclosed post card and mail it promptly to us?

The present setup of dues is based on the same amount that you are or would be paying NAB. If a sufficient number join ABA it can then be decided by the members whether they wish a reduction in dues or extended service from ABA.

P.S. One broadcaster, vitally concerned about the standing of NAB in Washington, is understood to have made an inquiry amongst personal acquaintances as to whether NAB had proper and adequate Washington relations.

Four out of five Senators said "No".

Seven out of nine Congressmen said "No".

Fifteen out of 18 radio attorneys said "No".

Eighteen out of 21 people connected with various war agencies said "No".

Doesn't this prove that something ought to be done?

OWI Unit in N. Y.

FOLLOWING PATTERN of the Hollywood radio division of OWI, Nat Wolff, deputy chief, is in New York setting up facilities for a similar headquarters. Organization setup and installation of personnel follows several days of conferences with W. B. Lewis, radio director of the OWI, on operation details.

Industry Seeks Fund for Retail Study

$150,000 Fund Planned For Coons Survey Of Problems

LOOKING to increased use of radio by retailers, particularly department stores, the NAB's retail promotion committee, headed by Paul W. Morency, WTIC, Hartford, has started an industry-wide campaign for $150,000 to finance a study under the direction of Sheldon R. Coons. A general business counsel of New York City, Mr. Coons formerly was vice-president and merchandising manager of Gimbel Bros. and for ten years was executive vice-president of Lord & Thomas.

The study, for which Mr. Coons was retained last July on a preliminary basis, will analyze present-day and probable future problems of department stores and other retail establishments with relation to cost and advertising matters which the broadcasters might aid in ameliorating. Both members and non-members of the NAB are being asked to aid in the financing with contributions ranging from $25 to $750, according to a scale based on gross station revenues.

Committee Named

A plan for cooperative effort between retailers and broadcasters was the theme of discussion at most NAB sales managers executive meetings last year. These discussions culminated in submission to the board of directors at the Cleveland convention last May of a plan to be sponsored by NAB and endorsed by the National Retail Dry Goods Assn.

Preliminary to exploration of the problem by broadcasters, the assistance and cooperation of NRDGA was enlisted, this organization having made a nation-wide survey of the use of radio by retailers and the results of their experience.

NAB's board of directors unanimously endorsed the plan after it had been fully explained by Gene Carr and Frank Pellegrin, then chairman and director respectively of its sales managers division. The retail promotion committee headed by Mr. Morency was appointed at that time. Its members, in addition to Chairman Morency, are: Dietrich Dirks, KTRI, Sioux City; Walter Johnson, WTIC, Hartford; Sheldon R. Coons; Arthur Hull Hayes, WABC, New York; Sherman Gregory, WEAF, New York; William C. Gillespie, KTUL, Tulsa; John M. Outler, WSB, Atlanta.

In August Mr. Coons, working in cooperation with this committee, submitted to the sales managers committee several plans. The committee decided that a presentation consisting of slide films, transcriptions, live talent and script worked into a "packaged show" was best suited to carry out the project which, it was estimated, would cost around $150,000. Retail stores will then be invited by broadcasters and the NRDGA to a meeting at which the plan will be presented and discussed in the light of local problems.

All Stations Eligible

In a letter Oct. 30 to all commercial broadcasting stations in the United States, Chairman Morency pointed out that while the preliminary thinking and work on the plan has been conducted under the direction of NAB, participation is available to NAB member and non-member stations alike, as well as to Canadian broadcasters. Enclosed with the letter was a pledge blank and schedule of charges for participation, based on gross income of the individual stations during 1941.

"Late in September," an NAB statement dated Oct. 30 said, "OPA Administrator Leon Henderson held a meeting of the executives of leading retailers in Washington to discuss some of the problems with which retailing is faced in a wartime economy which, in 1943, is expected to see retailing at the 1932 depression level in terms of civilian goods available. This is the very type of research and study which the proposed plan of the retail promotion committee of NAB contemplates.

Would Conduct Survey

SHELDON R. COONS

"In the preliminary outline of the plan, Mr. Coons proposed to investigate every factor which appears likely to influence retailing during the stresses and strains of this period of wartime priorities, rationing and restrictions.

"His investigation will also include an analysis of some of the factors that are likely to influence the trend and character of retailing after the war is won.

Subjects Listed

"Here are some of the subjects that will be included in Mr. Coons' study:

"What was the trend of retail distribution before war began?

"What is the war doing to retail distribution?

"What is the department store's dilemma?

"What are the dangers faced by the retailer?

"What are his opportunities?

"There must be a new concept of retail advertising. What is it and how does it apply to the individual retailer's problem?"

Urgent need to reduce the costs of retail distribution has been the keynote of Mr. Coons' presentation, as it has been the keynote of various plans and clinics of the OPA working with retailers' representatives. The retail promotion committee of NAB believes the answer to retail distribution costs is to increase the volume of retail sales through broadcast advertising, well

(*Continued on page 48*)

'Nothing That Extra Revenue Won't Cure'—John Outler

CHIEF problem facing most broadcasters today is development of new sources of revenue due to wartime curtailments. At both the Jacksonville and Atlanta district meetings of NAB, John M. Outler Jr., commercial manager of WSB, Atlanta, and executive committee chairman of the NAB Sales Managers Division, delivered this talk in connection with the projected department store survey.

FOR THE last decade, we have been skimming the cream off the pail and we have grown fat in spite of many mistakes and errors—simply because radio advertising was bigger and better and more productive and more economical than any of us realized. And I mean that. The time is here when we might just as well face a few facts squarely and do a little bit of personal inventory. Because—with each passing day—the buying of time on your station and mine is becoming more and more scientific—more and more the product of analysis and knowledge and salesmanship.

Mr. Outler

Intelligent salesmanship—knowledge of what you have to offer and what it's worth and what it will produce for each dollar of the advertiser's money, is requisite today, and will be more so tomorrow.

Young and Virile

The youth of radio advertising is a great asset. We have been able to take advantage of the mistakes made by publications and other media in the longer and more deliberate period of their development. But that same youth has denied us the traditions, the heritage and the ancestry which protect us against petty quarrels and asinine disagreements.

How many of you here have seen meetings like this in the recent past broken up by a violent discussion over local and national rates, or by a vain-glorious oration on "How we do it in Chitlin Switch". I'm afraid that there still remains many a station sales manager who considers himself bigger than the industry and who has the wind and the stamina to prove it. . . .

Most of the developments in commercial radio in the past ten years, which means more money for you and me, have been brought about by the advertiser, the advertising agency, or the networks—not by the stations, the station salesmen, or the radio industry.

Who sold the food industry on radio advertising? Or the tobacco people? Or the folks who sell soap? I can't tell you who did, but I know that we didn't. We got the business and we prospered from it and howled our heads off when it didn't come our way—but did we do anything to develop it—other than provide an outlet? You tell me!

I have heard station managers gripe to the networks about the low aesthetic quality of present-day soap operas—and I have heard a prominent Procter & Gamble official say, in plain words, that when anyone presented or developed a better vehicle than a serial drama for selling soap, P&G was a definite customer. Yet, that job of finding the better vehicle is dumped in the laps of the networks or the advertising agencies.

Now, I'm not a network man and I'm not waving the flag for any of them. But I do contend that most network affiliates get just about what they deserve in their network relations. And somehow or other, the wail that the networks make too damn much money has a hypocritical ring to it. What have we done—either as individual stations or as a collective group—to develop a new field of advertising or exploit an old one?

Up until about 1937—nothing. Between 1937 and 1940—mighty little. In 1940 the Dept. of Advertising of the NAB really began to function and in 1941 all of us shared in the good fortune when

(*Continued on page 40*)

Revisions Sought In Occupation List By B W C Officials

Basic Schedule of Positions May Be Revised Soon

EFFORTS were made last week by Board of War Communications representatives at a meeting with War Manpower Commission officials to obtain a revision of the list of essential occupations drafted by WMC and transmitted to local boards throughout the country. [BROADCASTING, Oct. 19]. Although no concrete progress could be reported following the meeting, it is known that WMC is sympathetic to any needs for revision of the original list but is unable to consider revisions before mid-November at the earliest.

As reported in BROADCASTING, the U. S. Employment Service expansion of the basic list prepared by WMC is currently in the works and is now expected to be released next week. These expanded lists, developing the broader classifications now in the hands of local boards, will be used by USES in advising local boards on occupational deferments.

Occupation List

Although it appeared likely last week that manpower legislation was in the offing, pressure from labor union leaders has induced the Administration to try every voluntary method conceivable before resorting to legislation. In fact, William L. Green, AFL president, bluntly proposed control of manpower in the hands of WMC Chairman McNutt, with no more Army or Navy recruiting, during his appearance Oct. 30 before a hearing of the Senate Military Affairs Committee.

A logical step in manpower lists also occurred last week when Selective Service headquarters mailed a list of essential occupations involved in the production of communications equipment to local boards. Prepared by WMC, this list is used as a guide by local boards in drafting men.

Congressman Asks FCC To Report on Co-Ops

BEFORE rturning home for elections, Rep. Gehrmann, (Prog.-Wis.), sent a letter to FCC Chairman James Lawrence Fly last week asking the Commission to advise Congress on its course in the resolutions adopted by both houses, proposing an investigation of the facts involving the refusal of NBC and CBS to sell time to the U. S. Cooperative League [see story on page 12].

Rep. Gehrmann's letter advised Chairman Fly that the situation calls for action and that Congress depended on the FCC for guidance since it (FCC) "is an agency of Congress to administer the Communications Act of 1934."

Local cooperative organizations in Washington used a full page in the *Washington Daily News* to tell their story to the public.

'WOMANPOWER' ON CBS STAFF

HELEN PAYNE

BETTY TODD

BEAUTEOUS 'PRODUCTION MEN' are helping alleviate the manpower shortage at CBS New York, where these two attractive young ladies have joined the production staff. Helen Payne came to CBS last January in the television department but soon branched into assisting in production of *Second Husband, Life Can Be Beautiful, Joyce Jordan M.D.*, and other major shows. Betty Todd started in 1940 with WBT, Charlotte, and is now handling *Big Sister, Dr. Malone* and *Sing Along*.

Radio Equipment Limitation Order Is Explained by WPB

SINCE General Limitation Order L-183 was issued Sept. 18 by the War Production Board, effective Oct. 3, numerous questions have been raised as to its applicability and extent to which various broadcast operators are affected by its terms. To clarify the situation, BROADCASTING asked the Civilian Radio Section of the WPB Radio & Radar Branch for a summary of the questions most often raised as well as their answers.

Through the cooperation of Frank H. McIntosh, chief of the section, this list was prepared exclusively for BROADCASTING by Glenn C. Henry, WPB communications analyst, who is responsible to Mr. McIntosh for the administration of Order L-183. Any questions not answered in this series may be directed to Mr. Henry personally at WPB, Radio & Radar Branch, Social Security Bldg., Washington.

Questions and Answers

Q. What apparatus is governed by the Order?

A. The definition of electronic equipment is interpreted very broadly and includes within its meaning anything and everything in the electronic field which is not specifically exempted in Schedule A of the Order.

Inter-communicating equipment involving the use of vacuum tubes is covered by the Order.

Q. Are replacement and repair parts covered by the Order?

A. Yes. Replacement and repair parts in the hands of the manufacturer may not be transferred except in orders bearing a preference rating of A-3 or higher.

Q. Are distributors affected by the Order?

A. No. Distributors are restricted only to the extent that they must obtain preference ratings before they may acquire any new supplies.

Q. Does L-183 apply to export sales?

A. Yes. The terms of the Order are entirely general and apply to all transfers regardless of conditions, destination or purpose.

Q. What is the basic purpose of the Order?

A. The purpose of the Order is twofold: (1) To prevent the consumption of new raw material and the manufacture of non-essential apparatus; (2) To distribute existing inventories on an equitable basis.

Q. Are dry batteries subject to the Order?

A. No. The production of dry batteries is controlled by Limitation Order L-71.

Q. How may parts for maintenance and repair be obtained?

A. Maintenance and repair parts will be available through normal channels. Distributors of such parts may obtain preference ratings through the use of PD-1X, the Distributor's Application for Preference Rating.

Q. Are recording discs subject to the Order?

A. Yes. Recording discs are subject to the restrictions of L-183 and may be obtained through distributors who may apply for preference ratings on Form PD-1X or the consumer may apply on Form PD-1A for his requirements.

Welles Opens Nov. 15

ORIGINALLY scheduled to start Nov. 1, *Hello Americans*, CBS program to be produced by Orson Welles, and presented in cooperation with the Office of the Coordinator of Inter-American Affairs [BROADCASTING, Oct. 29], has been postponed to Nov. 15.

CBS-IBEW Sign One-Year Contract

40-Hour Week, Pay Increases Granted in Agreement

SIGNING of a new contract between CBS and the International Brotherhood of Electrical Workers, covering all technical employes at the network's owned and operated stations, was announced last Friday in a statement issued jointly by the company and the union. Contract climaxes extended negotiations for an agreement to succeed the former contract which expired Oct. 1, negotiations which at one point reached such an impasse that the union had called a strike which was averted only at the eleventh hour.

New contract calls for continuing the previous 40-hour, five-day week, but reduces the maximum workday from 12 to 10 hours. It also provides for wage increases varying in amount up to $5 per week, the increases being subject to approval of the War Labor Board. Contract also includes provision for an apprentice training program which both CBS and the IBEW hope will facilitate the training of enough technicians to meet the wartime manpower shortage. As in previous contracts, the new agreement calls for union membership of all technical employes.

Agreement covers the CBS standard commercial, international shortwave, FM and television stations, and affects 265 employes, including apprentices, staffmen, assistant supervisors and supervisors. Wage increases are retroactive to Oct. 1. Changes in working conditions become effective Nov. 1. New contract runs for one year. Previous agreement was a five-year contract, with provisions for annual readjustments.

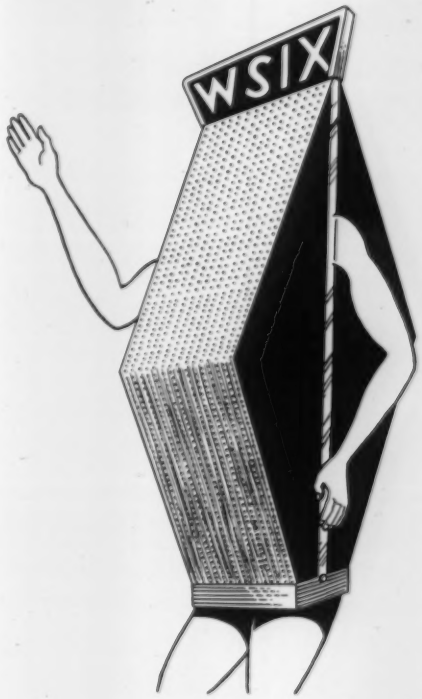
The negotiations with CBS were conducted by Lawson Wimberly and Freeman L. Hurd on behalf of IBEW locals No. 40, Los Angeles; No. 1212, New York; No. 1215, Washington; No. 1216, Minneapolis; No. 1220, Chicago; No. 1228, Boston; No. 1229, Charlotte.

CBS stations included in the agreement are: WABC WEEI WJSV WBT WBBM WCCO KNX WCBX WCDA WCRC W67NY W67C WCBW.

Kate's Million

WELL OVER a million dollars—the figure released by WJSV Auditor Harry Crow on Thursday was $1,015,590—was collected for Uncle Sam by Kate Smith and Ted Collins in their marathon War Bond drive over Washington's WJSV Oct. 28. The noted entertainment pair went on the air with their appeals at 6:01 Wednesday morning and from then on, until 1 the following morning, were heard on every available-station break, on every one of the station's sustaining programs and, of course, nationally on Kate's noonday chat show on the network.

"What's the score?"
"Let's dance!"
"What's the news?"



So they tune in WSIX!

Yes, sir, in Nashville they know WSIX carries *more sports, more music, more news* than any other local station. That accounts for a big part of WSIX's heavy popularity.

This station's recent shift to 980 kilocycles and increase to 5,000 watts, day and night, automatically increased its listener audience over a still wider area.

Top this off with an unprecedented business boom in the Nashville area and you have one ideal spot for your radio campaign.

Blue STATION

Wire, phone or write this station or Spot Sales, Inc., National Representatives.

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Networks Explain Positions on Co-Op

Tell FCC Why Program of Association was Rejected

REPLIES from both CBS and NBC were released last week by the FCC, explaining the position of each network with regard to refusals to sell time to the Co-operative League of the U.S.A.

Action on the Norris Resolution which was referred to the Senate Interstate Commerce Committee [BROADCASTING, Oct. 19] is not expected until after the elections. The same is true of the House resolution referred to the Rules Committee.

The letters came in response to a request by the FCC for a statement of the facts concerning the alleged discrimination against Co-operative's attempt to purchase time for a transcribed series [BROADCASTING, Oct. 12, 19, 26].

CBS explained in its reply that the network's policy is opposed to sale of time "for purposes of propaganda on one side or another of any controversial issue". In addition, the letter points out the programs not only were controversial but were "designed to promote a fundamental change in the present system of marketing."

As a result of the policy against this type of program, the CBS letter signed by Paul W. Kesten, CBS vice-president and general manager, contends the network has lost $9,000,000 in revenue. As an instance, he cited the network's opportunity to sell time to people "who wanted to fight Congressional legislation such as the Public Utility Holding Company Act of 1935."

Limit on Commercials

As a minor issue in the case, the letter also delineates the regulation which limits the amount of commercial copy allowed to be broadcast on any commercial program. Since the Cooperative proposed program series actually would promote the movement in the opinion of CBS, this represents a further obstacle in the format of the proposed series, it was stated.

NBC, according to a letter from Niles Trammell, NBC president, after an examination of a proposed program, rejected any proposal for sale of time on the grounds that the time would not only be used "to sell the cooperative movement generally, but to obtain additional members for its member cooperatives". This is opposed to the network's policy against sale of time for solicitation or membership drives except for the Red Cross and the annual March of Dimes campaign in connection with the President's birthday.

Mr. Trammell's letter emphasized the network's willingness to sell time to various cooperatives to promote sales of goods. In fact, he pointed out such sales have been approved in the past and would continue to be approved in the future. Sustaining time for discussion of cooperatives, he pointed out, has been provided in the past but NBC and industry policies preclude the sale of time for membership campaigns and broadcast of controversial issues.

TUBES HEAT WJR BUILDING

Engineers Rig Up Plant From Materials Found Around Transmitter Structure

THE OIL-HEATED transmitter building of WJR, Detroit, will be heated this winter—by radio.

Credit the ingenuity by WJR Chief Engineer Merrill Mitchell and his staff, who constructed the new heating plant for the building with only the materials at hand.

Mr. Mitchell

The result saves the station's money—and the nation's oil.

The new system utilizes the heat generated by the anodes of the power amplifier tubes. The tubes of the 50,000-watt transmitter are cooled by distilled water which in turn is cooled by regular water.

Utilizing only equipment formerly used in cooling an auxiliary 10,000-watt transmitter in the station, Mr. Mitchell built his new heating plant. The radiators of the old system were inserted in the tube-cooling system where the water temperature is about 130 degrees Fahrenheit.

Air-fin fans, also formerly used in the 10,000-watt transmitter cooling system, were installed behind the radiators in such a manner that they draw the cold air from the floor of the building and force it through the hot radiators.

The hot air is directed by means of a wooden duct to the regular hot air duct of the oil furnace and thus distributed evenly to the entire building.

Mr. Mitchell even figured down to the last degree of temperature the possibilities of heating the station. He found that oil heat alone produced at a given heat outlet a volume of air at 110 degrees Fahrenheit. The water heat provides a stream of air at only 101 degrees, but by operating his blower switch manually, he has achieved the same room temperature as under the old system.

RADIATOR and blowing equipment of the new heating plant at WJR, Detroit, which utilizes old equipment and the hot water from the cooling system for the power amplifiers to heat the transmitter building. System replaces oil heat.

WHN Names Chason

HERBERT S. CHASON, for three years in the research and sales promotion departments of CBS, has been appointed advertising and sales promotion manager of WHN, New York, it has been announced by Herbert L. Pettey, director of the station. He replaces Robert G. Patt, now in training at Notre Dame to become an ensign in the Navy.

Mr. Chason

Prior to his position with CBS, Mr. Chason was in the advertising department of E. I. duPont de Nemours & Co.

Book League Planning Drive on 200 Stations

BOOK LEAGUE OF AMERICA, a subsidiary of Doubleday-Doran & Co., New York, has appointed Raymond Spector Co., New York, to place advertising for specified books from time to time. First book to be handled by Spector for the League will be *How to Prepare Your Income Tax*. A schedule of spot announcements and programs on over 200 stations is planned.

Huber, Hoge & Sons, New York, handles other phases of League advertising, and is currently conducting a nationwide mail order campaign [BROADCASTING, Oct. 5]. Drive expires in December, and enters a new cycle in January.

Kemtone Spots

SHERWIN-WILLIAMS Co., Cleveland, for its new paint product Kemtone is conducting a spot campaign of about 25 announcements weekly on six stations in four markets. The campaign has been running since Oct. 19 and stresses the fact that Kemtone is made of non-priority material, can be applied by non-experts, and is easily mixed with water. Agency is Newell-Emmett Co., New York.

Horace D. Allen, 34, Dies in Hollywood

HORACE D. (Don) Allen, 34, production manager since 1935 of Standard Radio Inc., Hollywood transcription library service, died in Hollywood Hospital, that city, on Oct. 23 following a lingering illness. Active in radio for more than 12 years, he at one time was announcer-producer of KFWB, Hollywood.

Shortly after Gerald King, then general manager of that station, left to form Standard Radio, Mr. Allen joined him as production manager, continuing in that capacity until his death. Nationally known in radio, Mr. Allen also conducted his own orchestra, which is featured on many of the Standard Radio transcriptions.

Funeral services were held Oct. 27 at Wilshire Ward Chapel, with burial in Forest Lawn Memorial Park Cemetery. Besides his widow, Mrs. Annabelle Allen, surviving are three children by a previous marriage, Robert, 12; Joan, 9; Kenneth, 7; and his parents, Mr. and Mrs. Chester Allen.

Warren B. Worcester

WARREN B. WORCESTER, president of Worcester Broadcasting Corp., which operates KFMB, San Diego, Cal., died in that city Oct. 24 following a lingering illness. Born in Philadelphia, he was educated in Boston at Wentworth Institute. Mr. Worcester came to San Diego in 1930 and was associated with Ryan School of Aeronautics before entering radio in August 1941. In addition to his radio activities, he was secretary-treasurer of Pacific Square Corp., which operates a large dance pavilion in San Diego. He was also interested in the amusement center at New Mission Beach, near San Diego.

Ernest L. Finley

ERNEST L. FINLEY, owner of KSRO, Santa Rosa, Cal., and publisher of the *Santa Rosa Press-Democrat* and *Republican*, died Oct. 24 at his home. He had been an editor and publisher 45 years, starting in business as operator of a printing shop. He established KSRO in 1937.

J. S. Curley

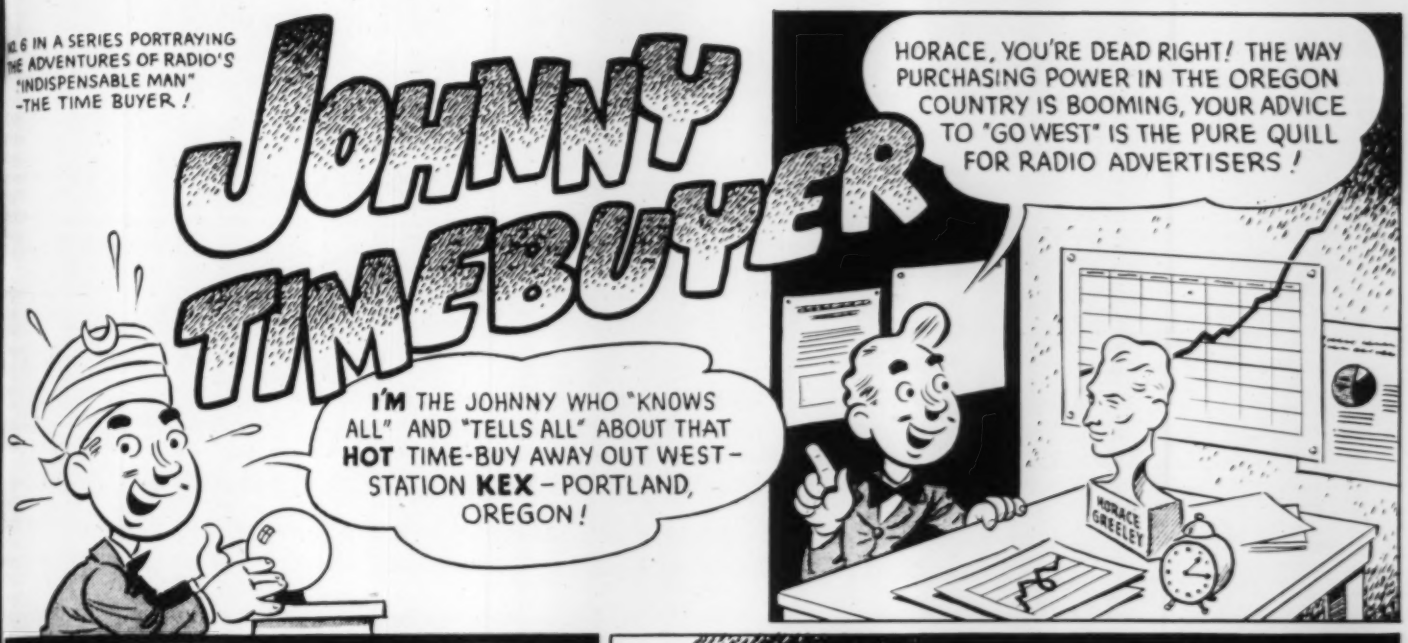
J. S. (Jack) CURLEY, 33, originator of the series *Chicago at Work* on WAIT, Chicago, died of a heart attack at his home in Chicago on Oct. 24. Burial was at Mount Vernon, N. Y., last Wednesday. The *Chicago at Work* series will be continued by his associates, Lou Grey and Bob Bryar.

Col. Adamson Missing

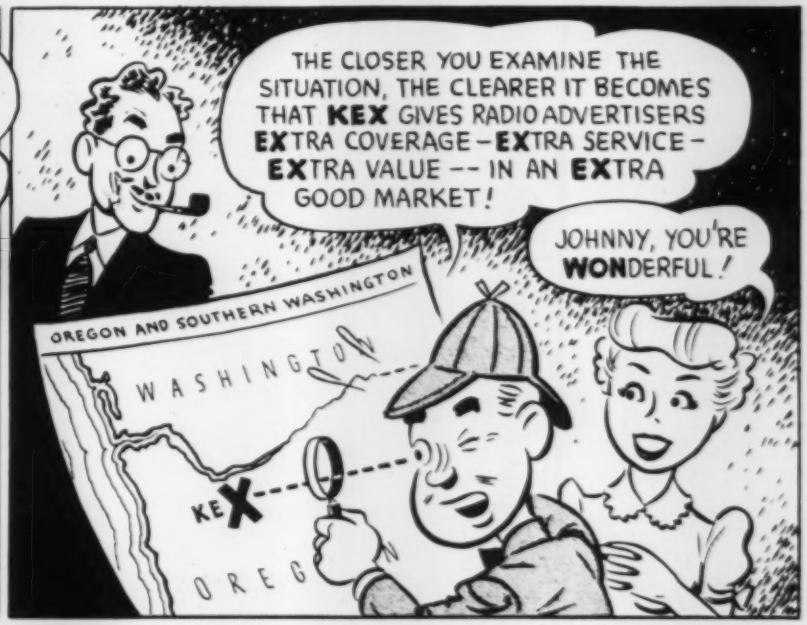
COL. HANS CHRISTIAN ADAMSON of the Army Air Forces, script writer for *New Horizons*, the Wednesday broadcast of the CBS *American School of the Air*, is listed among those "missing" somewhere in the Pacific with Capt. Eddie Rickenbacker. He was also former radio and press representative for the American Museum of Natural History in New York, and since January had been working in the public relations division of the Army Air Forces.

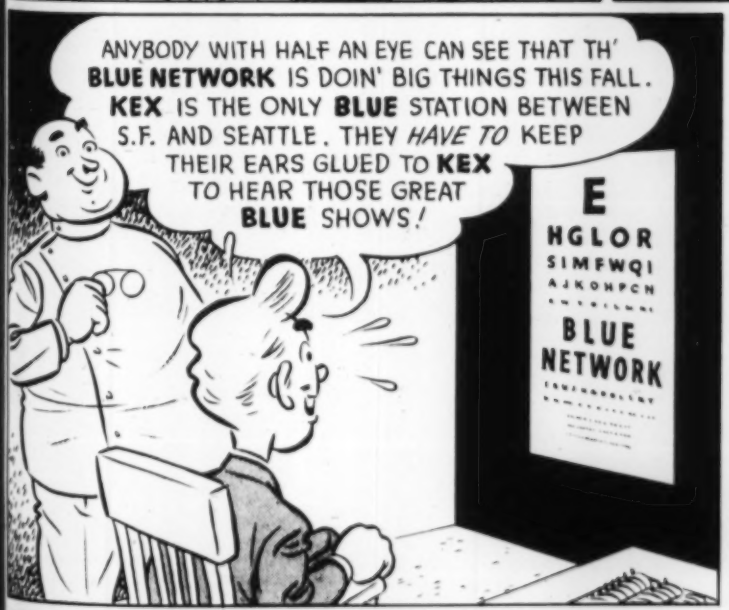
NO. 6 IN A SERIES PORTRAYING THE ADVENTURES OF RADIO'S "INDISPENSABLE MAN" -THE TIME BUYER!

JOHNNY TIMEBUYER


I'M THE JOHNNY WHO "KNOWS ALL" AND "TELLS ALL" ABOUT THAT HOT TIME-BUY AWAY OUT WEST - STATION KEX - PORTLAND, OREGON!
HORACE, YOU'RE DEAD RIGHT! THE WAY PURCHASING POWER IN THE OREGON COUNTRY IS BOOMING, YOUR ADVICE TO "GO WEST" IS THE PURE QUILL FOR RADIO ADVERTISERS!
HORACE GREELEY

THE OREGON MARKET IS THAT "HAPPY COMBINATION" OF BASIC RESOURCES AND INDUSTRIAL PAYROLLS. SHIPYARDS HERE EMPLOY AROUND ONE HUNDRED THOUSAND MEN AND WOMEN AT HIGH WAGES. FARMERS, DAIRYMEN AND LUMBERMEN HAVE THE HIGHEST SPENDABLE INCOME EVER!


THE CLOSER YOU EXAMINE THE SITUATION, THE CLEARER IT BECOMES THAT KEX GIVES RADIO ADVERTISERS EXTRA COVERAGE - EXTRA SERVICE - EXTRA VALUE -- IN AN EXTRA GOOD MARKET!
JOHNNY, YOU'RE WONDERFUL!
OREGON AND SOUTHERN WASHINGTON
WASHINGTON
KEX
OREG


ANYBODY WITH HALF AN EYE CAN SEE THAT TH' BLUE NETWORK IS DOIN' BIG THINGS THIS FALL. KEX IS THE ONLY BLUE STATION BETWEEN S.F. AND SEATTLE. THEY HAVE TO KEEP THEIR EARS GLUED TO KEX TO HEAR THOSE GREAT BLUE SHOWS!
E
HGLOR
SIMFWQI
BLUE NETWORK

KEX LEADS THE RADIO PARADE - IT'S A "MUST" ON ANY TIMEBUYER'S LIST! WRITE OR WIRE FOR AVAILABILITIES - OR CALL YOUR NEAREST PAUL H. RAYMER OFFICE!
KEX FOR RADIO RESULTS

New Wage Order Forbids Blanket Increases of Pay

Individual Adjustments May Be Allowed by Treasury

ALTHOUGH blanket salary and wage increases for employes earning under $5,000 a year were forbidden Oct. 27 by order of Judge James F. Byrnes, economic stabilization director, indications last weekend were that broadcasters will retain considerable latitude in dealing with individual workers.

Though no rulings have yet been issued, it was believed at the Treasury that many studio employes—talent, newsmen, production men—not bound by wage agreements or represented by unions, would be classified as bona fide professional workers, and included in the class of wage earners whose incomes will be limited by the Commissioner of Internal Revenue rather than the War Labor Board.

Regulations Not Ready

At the same time, Assistant Secretary of the Treasury John L. Sullivan said that detailed regulations were not ready, although a salary stabilization unit, with field offices, will go into action within a few days. Some Treasury officials expressed the opinion that when the regulations are completed, it is probable that they will provide simple methods of adjusting upwards earnings of the professional people in lower income groups.

Other broadcasting employes—members of unions or wage earners operating under contracts—will come under jurisdiction of the War Labor Board. Individual salary changes for this group will be allowed without permission of the WLB only in five types of cases, all of which require that the change be part of a regular promotion system. Stations employing eight or less persons are exempt from the stabilization orders.

Joseph L. Miller, NAB director of Labor Relations, commented that "the order is one of the most drastic developments in labor relations radio has ever experienced." He said that Judge Byrne's order will govern the compensation of a great majority of the industry's employes, and urged broadcasters carefully to acquaint themselves with provisions of the act.

Brewery's Debut

JOHN EICHLER BREWING Co., New York, using radio for the first time in its 80-year history, will sponsor all of the New York Ranger home games of the National Hockey League on WHN, New York. A total of 25 games will be broadcast, starting with the opening contest, Saturday, Nov. 7, 9:30 p.m. Bert Lee, sportscaster, will do the play-by-play descriptions with Marty Glickman, WHN sports director, handling color. Agency is Geare-Marston Inc., Philadelphia.

Willkie's Big Audience

WENDELL L. WILLKIE, 1940 Republican candidate for President, attained a rating of 48.0 for his Oct. 26 speech on the four major networks, according to a survey made by C. E. Hooper Inc. immediately following the broadcast. The figure represents an estimated listening audience of 36,320,000. President Roosevelt, who hit an all-time high Hooper rating with his Dec. 9, 1941 speech on the four networks, received a rating of 79.0 at that time.

SMALL RECORDERS TO ISSUE PROTEST

IN PROTEST against the proposed establishment of Government recording studios which would compete with as well as duplicate present equipment of independent studios, the Assn. of Recording Studios, organized in New York last August [BROADCASTING, Aug. 10], is planning to send a letter of complaint to such authorities as the WPB, the Assn. of Smaller War Plants Corp., the Senate and House committees, New York Senators and the Mayor of New York.

Announcement of the decision was made at the association's monthly luncheon meeting in New York Oct. 28, at which a committee to formulate the letter was announced. It will consist of Hazard E. Reeves, Reeves Sound Recording Studios, and chairman of the ARS; Ezekiel Rabinowitz, Audio-Scriptions; Maurier Wolsky, Rockhill Radio; Robert Hyndman, G. Schirmer Recording Studios, and Warren Troob, New York attorney.

The letter is to point out the fact that, although 17 independent recording companies were named early in October to record for the Government by the Procurement Division of the Treasury [BROADCASTING, Oct. 5], no work had yet been assigned to the smaller studios. A survey among the ARS members revealed that most of their studios were operating at about 60% capacity. If the Government sets up its own recording studios, the required equipment would be duplicating that already in existence in established studios, many of whom might have to go out of business if their equipment and material were classified as inactive in a non-essential plant, it is claimed.

Plough Expanding

PLOUGH Inc., Memphis, currently sponsoring four quarter-hours weekly six days a week on eight stations of the Atlantic Coast Network, on Oct. 26 will add to the list the two ACN supplemental stations—WJEJ, Hagerstown, Md., and WBOC, Salisbury, Md. The programs, selected by the agency, Lake-Spiro-Shurman, Memphis, are now presented for St. Joseph's aspirin and Penetro products on the full ACN.

Nova Scotia Station

CJFX, Antigonish, Nova Scotia, is now on the air with 1,000 watts on 580 kc. The station is owned by Atlantic Broadcasters Ltd., in conjunction with St. Francis Xavier at Antigonish.

WJW, AKRON, SEEKS MOVE TO CLEVELAND

PROPOSING to move into Cleveland and operate there as the BLUE outlet, WJW, Akron, on Oct. 29 applied to the FCC for an amended construction permit which would authorize new studios at 815 Superior Ave., Cleveland, and a new transmitter in Cuyahoga County.

WJW now operates with 250 watts on 1240 kc., but for some time has held a CP for 5,000 watts on 850 kc. It is now an MBS outlet, with WAKR on the BLUE and WADC on CBS. At present WCLE, 500 watts daytime on 610 kc., is a part-time Cleveland MBS outlet while its companion station of the *Cleveland Plain Dealer* group, the 5,000-watt WHK, is a fulitime MBS outlet and no longer is affiliated with BLUE, which has no Cleveland outlet.

Industry Figures Attend Annual ASCAP Dinner

ASCAP dinner last Thursday, concluding the general membership meeting in the afternoon, for the first time in ASCAP history included broadcasters and other users of music as well as members of the society. Deems Taylor, president of ASCAP and toastmaster, welcomed A. J. McCosker, president of WOR, New York, and chairman of the board of MBS; Mark Woods, president, BLUE; Frank E. Mullen, NBC vice-president and general manager; CBS Vice-Presidents Frank Stanton, Joseph Ream, Frank White. Mr. Taylor described it as an "end of the war" dinner.

He also read messages from James Lawrence Fly, FCC chairman; NAB President Neville Miller; William S. Paley, CBS president; Fred Weber, MBS general manager; Edward Klauber, CBS vice-president. They expressed regret at their inability to attend. Mr. Paley's message was in verse form and contained the suggestion that it should qualify him for ASCAP membership. Business meeting in the afternoon was confined to purely routine matters, ASCAP spokesmen reported. Both afternoon and evening sessions were held at the Hotel Astor, New York.

Broadcast Project Deferred by Davis

ELMER DAVIS, director of the Office of War Information, announced last week that action on his proposed broadcast series had been indefinitely postponed owing to the pressure of administrative duties. Informed sources indicate this is neither a denial nor an indication of intent.

Meanwhile, considerable stir was caused last Thursday when published reports had it that Archibald MacLeish resigned as assistant director of the Office of War Information to devote all of his time to his duties as Librarian of Congress. The former director of the Office of Facts & Figures denied this story and explained that he would maintain his present position at OWI but expected to devote more time to his duties as Librarian of Congress.

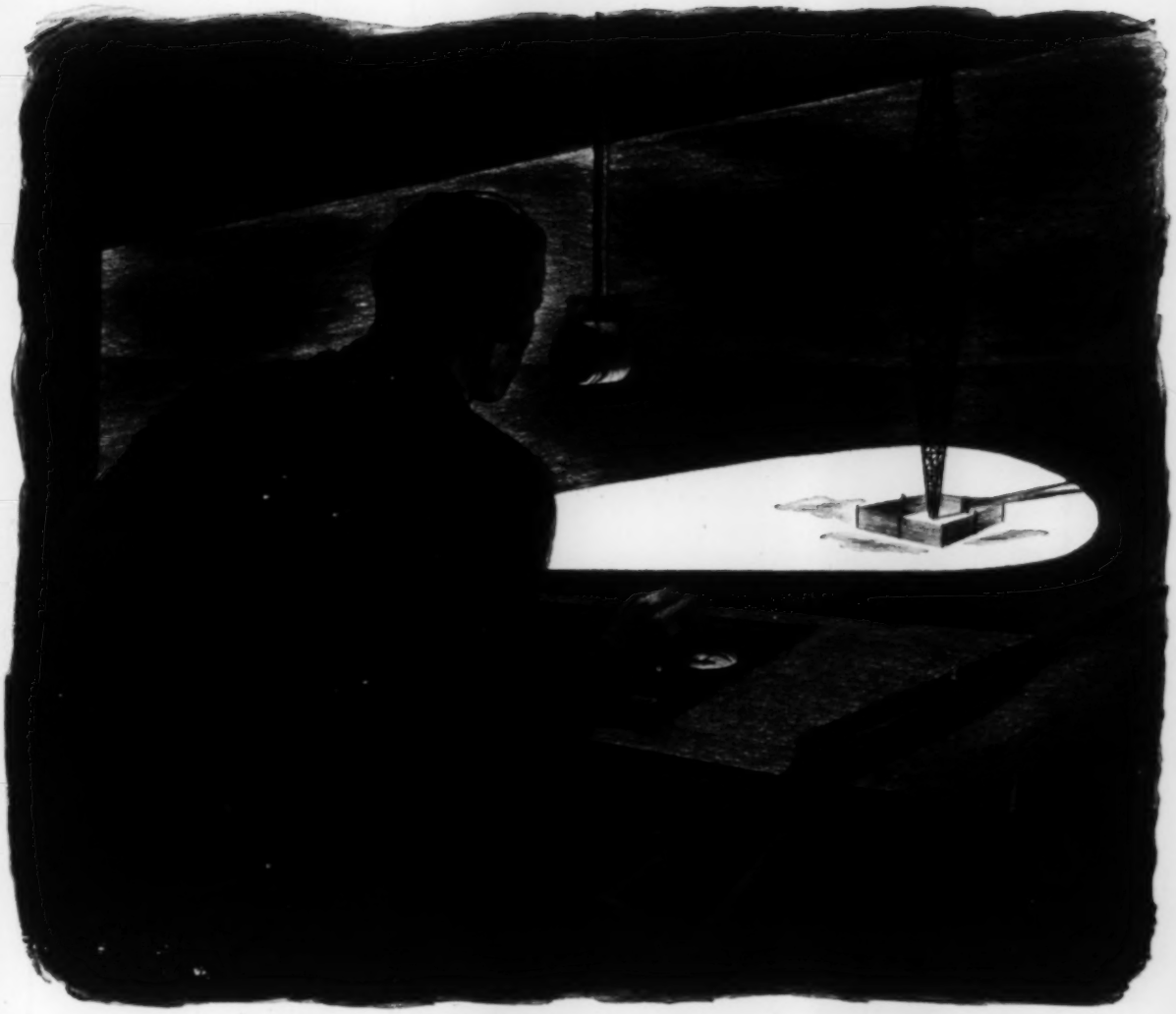
The only decisive action among OWI personnel came last Thursday when Paul C. Smith, formerly editor and general manager of the *San Francisco Chronicle*, and a lieutenant commander, detached, assigned as chief of the OWI News Bureau, resigned to join the Marines as a private. In explaining his decision he said, "I told the Navy that I wanted combat service and I wasn't qualified for it as a lieutenant commander."

To replace Mr. Smith, it was announced that his duties would be assumed by James Allen and George Lyon. Mr. Allen, formerly with the Security and Exchange Commission and the Dept. of Justice as publicity director, will become assistant chief of operations and Mr. Lyon becomes chief of the News Bureau.

NBC Loses Directors

NBC will lose three members of the director staff within the next few weeks. Anthony Leader will enlist in the Civilian pilot training course of the Civil Aeronautics Authority Nov. 10 and Van Fleming has been given an indefinite leave of absence due to illness. William Wilgus will resign in a week or ten days to join the Office of the Coordinator of Inter-American Affairs, where he will direct two Spanish language programs for shortwaving to Latin America.

ROUNDING 'EM UP for the Red Cross Blood Bank is Vaughn DeLeath, "First Lady of Radio", now on staff of WBEN, Buffalo. WBEN members, after donating blood at Red Cross headquarters, are (l to r): Vaughn DeLeath; Carl Coleman, organist; George Torge, program director; Edgar H. Twamley, station director; Edwin Reimers, Fred Keller and Ken Powell, announcers; Pat Vastola and William Wullen, musicians.



"STATE YOUR BUSINESS, PLEASE"

Carefully excluded from Westinghouse Radio Stations' cordial relations with the public are their transmitting stations during war-time. At KDKA, high on a commanding hill, visitors are challenged by a searchlight, a directionally amplified voice, and a gun, and they state their business into a microphone before they come near the tower.

KDKA has pioneered in this war-protection, and now the transmitter at every Westinghouse station is inconspicuously but effectively guarded to the teeth.

For radio is too important to victory, free speech is too American, Westinghouse audiences are too war-essential, to let sabotage or carelessness interrupt the endless flow of truth and relaxation and inspiration.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA

Radio Censorship Policy Is Praised

RADIO is setting an excellent example for newspapers and other information-disseminating agencies in the United States in withholding vital war facts from the enemy.

This fact was demonstrated in remarks by Announcer Earl Hague, of WWDC, Washington, during a morning broadcast Oct. 22. By contrast, newspapers of the country were accused of doing a "poor job" by Byron Price, Director of Censorship, in a recent speech before the Southern Newspaper Publishers Assn., at Hot Springs, Ark.

Said Announcer Hague, in part: "I've received a lot of cards and letters requesting me to announce birthday or anniversaries on a particular day and at a particular time . . . principally on this program. This I cannot do, at least for the duration of the war—because it's against the regulations of Censorship Office and because I don't want to say or do anything that will hamper the war effort in any way."

Cites Example

After praising the thoroughness of the Office of Censorship, and the vigilance of the U. S. Government in disposing of Nazi spies, Announcer Hague cited an example of what might happen through compliance with a listener's request: "Let's pretend for a moment you are Foreign Agent 192 and you want to get in touch with Agent 84 without danger to yourself through correspondence.

"You could very well send in a card or letter to our station which would read 'Please play *The White Cliffs of Dover* for me tomorrow at 3 o'clock and wish a sunny 50th anniversary to Mr. and Mrs. Willoughby of 323 Walnut St.' Sounds innocent, doesn't it? But do you realize that *could* mean: 50,000 troops embarking for England tomorrow from Pier 3. Weather fine. Contact me at 323 Walnut Street?"

While official Washington has in general highly praised radio for its cooperation in strictly observing censorship regulations, newspapers have at times been severely criticized. Mr. Price said in part:

"I think the newspapers have done a poor job of informing the public why some information has to be withheld. The Wartime Code is public property, but I doubt whether a half-dozen newspapers have ever published it, either as a whole or section by section over a period of days, or taken any other steps to advise their readers in detail about the requests made by their Government."

After suggesting that newspapers publish "patient" explanations of the Government's reasons for censorship, Mr. Price continued: "What is the basic consideration behind censorship? It is simply this: That none of us shall provide the enemy, by design or inadvertence, with information which will help him to kill Americans. Just that, and nothing else."

Networks Complete Plans for Coverage Of Nationwide Election Results Nov. 3

ELABORATE preparations have been made by the four major networks for complete and accurate coverage of nationwide voting Nov. 3, the first wartime election in 25 years.

To supply listeners with authentic trends on the voting, Fulton Lewis Jr., MBS commentator, broadcasting from New York, will telephone prominent political personages while he is on the air. He will be assisted by a staff of newsmen headed by Dave Driscoll, war service director of WOR, Mutual New York outlet, while a special crew of tabulators and statisticians will assist on the results of the New York state gubernatorial race between Thomas E. Dewey and John J. Bennett Jr., in cooperation with the *New York Herald-Tribune*.

Frequent Summaries

NBC's coverage will get under way at 7:45 p.m. Nov. 3 with a last-minute review of the election picture by H. V. Kaltenborn, NBC news analyst. At half-hour intervals throughout the evening, NBC will provide three-minute summaries of late returns with analyses by Morgan Beatty from Washington, and bulletins from NBC election reporters round the country. Don Goddard will headline the coverage of the New York State elections, as covered by WEAF, NBC outlet in New York.

The BLUE will present Earl Godwin at 8 p.m. in a general summary, and will split its coverage of the bulletins with its various affiliates on a cooperative basis. Every half-hour two-minute reports will be broadcast, with Roy Porter summarizing at scheduled intervals from New York.

Raymond Gram Swing on his regular 10 p.m. news program will report returns and the 11 p.m. *Esso Reporter* broadcast will be devoted to local returns in New York. BLUE staff reporters also will be stationed at Dewey's and Bennett's headquarters, with plans to originate some talks from those offices.

Reporters in all parts of the country have been stationed by CBS to broadcast returns, starting at 9:30 p.m. with John Daly from New York. Others include Jack Knell from Charlotte, N. C.; William Mullins, from Boston; Todd Hunter, Chicago; Francis P. Douglas, St. Louis; Chet Huntley, Los Angeles, and back to New York for Ernest K. Lindley's analyses. Late returns on the voting for governor and other officers in New York will be given by John Daly after 1 a.m., and CBS will stay on the air until 3 a.m., if necessary, for final returns.

DEWEY IN ACTION

Famous Cases Dramatized in Campaign Series

UNIQUE political broadcast was aired on the New York state outlets of the BLUE Network last week in connection with the Dewey-For-Governor Committee's campaign. Instead of the usual speech-making on behalf of the candidate, the program presented several famous cases handled by Thomas E. Dewey when he was New York's district attorney, with Ford Bond, BLUE announcer, questioning leading witnesses in those cases.

The program was written by Bob Shaw, freelance writer formerly in the NBC press department, and produced under the direction of Henry Turnbull of Duane Jones Co., New York agency in charge of the Republican gubernatorial campaign.

GIFT TO ARTHUR GODFREY from Spratts Patent (America) Ltd., makers of dog food, and new participating sponsor on his early morning program on WABC, New York, is this Irish setter, focus of the admiring glances of (l to r): Arthur Hull Hayes, general manager, WABC; Thomas Young, vice-president and general manager of Spratts; Arthur Godfrey, commentator and m.c.; Robert C. Hazelton, account executive of Paris & Peart, New York agency in charge; A. P. Ramsey, of Spratts.

Voluntary Censorship Requires Ample News of War, Says Byron Price

"UNLESS ample war news is given out by the Government, our voluntary (censorship) undertaking with the press and radio will collapse," Byron Price, director of the Office of Censorship, warned at a forum conducted in New York last Wednesday under auspices of the *New York Times* and broadcast by WMCA, New York.

Reassurance that complete war news would be available, except in cases which would aid the enemy, came from Elmer Davis, director of the Office of War Information, when he pointed out that up to noon last Wednesday all sinkings of major U. S. naval vessels had been reported to the public by the Navy.

Furthermore Mr. Davis assured that Navy communiques "have been much closer to the complete story than those of the enemy," and observed that the enemy had been more secretive about its losses than the U. S. Mr. Price considered censorship "a necessary evil" in wartime but emphasized the responsibility accepted by his office in preventing restrictions from becoming so stringent that the American public is ignorant of the progress of the war.

Serutan Blue Program Moves Opposite Benny

SERUTAN Co., Jersey City, sponsor of Drew Pearson's quarter-hour of Washington news and predictions on the BLUE each Sunday, 6:30-6:45 p.m., is shifting the program to the 7-7:15 p.m. period opposite Jack Benny, beginning Nov. 15, at the same time increasing the number of stations from 28 to 55.

Raymond Spector Co., New York agency in charge, stated that during the past year the program has been broadcast in Chicago opposite Benny, taken off the line and recorded for a delayed broadcast on WENR, and that during this period sales have boomed in the Chicago area. Despite the hesitancy of advertisers generally to buck such a high-rating program as the Benny show, the Chicago experience has encouraged Serutan to expand its competition to its full network. The Serutan programs are produced by Henry Souvaine.

Spots for Tax Book

A SPOT campaign to publicize *Your Income Tax* on 181 stations was begun Oct. 26 by Simon & Schuster, New York publishers, and will consist of 5 and 15-minute programs 3, 6 and 12 times weekly until March 1, 1943. Close to 500 stations will eventually be selected for the campaign. Last year approximately 70% of all American stations participated. Agency is Northwest Radio Adv. Co., Seattle.

Thriller Returns

CBS will resume *Suspense*, mystery series authored by John Dickson Carr as a result of requests. Returning to the air Nov. 3, the weekly program will be aired in its regular 9:30 p.m. spot starting Nov. 10.

XUM

Here's Detroit... (Waterloo to you, Adolf!)

In dynamic Detroit the automotive industry, alone, is producing more than $14,000,000 worth of war materiel every day! And still production schedules are skyrocketing!

Today, there are more than 580,000 hourly paid workers engaged in war work in the Detroit industrial area, and this figure is growing with each passing day.

This makes Detroit the most vital and responsive market now. And the soaring sales of War Bonds guarantee the purchasing power of these workers in the future.

Whether you have merchandise to sell now, or a good name to uphold—the Detroit market can be reached most easily and economically by using WWJ—the most listened-to station in this great market.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

Associate Station W45D—FM

Owned and Operated by The Detroit News

Foreign-Language Control Outlined by Federal Officials

Three-Way System of Governmental Direction Reviewed at Meeting of Industry Group

DEFINITE outlines of Government and industry plans for regulating foreign-tongue radio programs were explained in Washington Oct. 27 when the Foreign Language Radio Wartime Control Committee met for four hours and heard representatives of the Office of Censorship, the FCC and the OWI.

Government plans revealed at the meeting indicated that initiative in foreign-language broadcast control will be exercised by the Office of Censorship, but that the FCC, the OWI and the broadcasters themselves will have important roles. The FLRWCC will be the liaison between officials and individual broadcasters.

How It Works

Under the plan, the Office of Censorship will monitor programs and advise broadcasters of violations of the voluntary censorship code; the FCC will establish a new investigating unit to prepare reports on the backgrounds of employes of foreign-language stations; the OWI will intensify its creative programming activities.

Despite announcement of definite plans for Government supervision of foreign-tongue radio, Robert K. Richards, head of the Office of Censorship's new Foreign Language Section, told the FLRWCC session that conditions in the industry are "quite satisfactory". He said that in monitoring programs and examining scripts, his office has found that individual broadcasters and the FLRWCC have been doing a fine job.

Much of the responsibility for future foreign-language control will be in Mr. Richard's hands, as director of the Foreign Language Section. His job will be to assist broadcasters. Responsibility for programming will remain in the hands of station managers.

Until now, confusion had clouded the function of Censorship, FCC and broadcasters in meeting foreign-language problems. Both Censorship and FCC plan monitoring services, and neither agency would accept responsibility for the investigation of personnel. These investigations are at present carried out voluntarily by the FLRWCC.

Several weeks ago the Federal Bureau of Investigation had been asked to survey personnel of foreign-language broadcasting stations. J. Edgar Hoover, director of the bureau, refused to accept the responsibility, and in a letter to the FCC pointed out his office was overloaded with work. As a result, FCC will do the investigating itself, Chairman Fly told a House Appropriations subcommittee, and will set up a new staff of 25 investigators for the job [BROADCASTING, Oct. 12].

OWI's part in the foreign-language setup was explained at the FLRWCC meeting by Lee Falk, its foreign-language radio director, who indicated his department would intensify its work on creative programming. Mr. Falk emphasized OWI's desire for continuance of programs in foreign-languages, but with "an American approach" that would avoid "European animosities." Such programs would not skirt the issue of war, but would take the "we are all Americans" angle.

Italian Leads

In detailing OWI's work, Mr. Falk revealed that 118 stations had answered a questionnaire sent out, and that an analysis of these answers showed that Italian programs account for more time than any other tongue, although more stations use programs in Polish. Exclusive of spot announcements, Mr. Falk told the FLRWCC, this survey shows that about one-third of the time is sustaining, and that about 7% of foreign-language time is given to public service programs. Almost all of these public service features consist of programs prepared by OWI.

In addition to Mr. Richards and Mr. Falk, Jerry Spingarn, of the FCC War Problems Division, spoke briefly on plans for the new investigating service, and restated broadcaster's responsibility under the War Code. Other Government observers were Edward H. Bronson, Mr. Richard's assistant at the Office of Censorship, and Mrs. Olivia Sachs, FCC. Russell P. Place sat in for the NAB.

Two new directors of the FLRWCC were elected at the meeting as replacements for Griffith R. Thompson, former manager of WBYN, Brooklyn, and Harry Henschel, former manager of WOV, New York, both of whom are now in the armed forces. The new officers are A. N. Armstrong, general manager of WCOP, Boston, and Patrick Stanton, manager of WDAS, Philadelphia.

Members of the FLRWCC attending were Arthur Simon, WPEN, chairman; Joseph Lang, WHOM, Jersey City, treasurer; C. M. Dobyns, KGER, Los Angeles; A. N. Armstrong, WCOP, Boston; Ralph Weil, WOV, New York; Arnold Hartley, WGES-WSBC, Chicago; Pat Stanton, WDAS, Philadelphia.

OUT OF THE TURF came 50,000 feet of pure copper ribbon and more than 300 pounds of 99% aluminum, recovered from the old 5,000-watt towers of WPTF, Raleigh. Richard Mason WPTF manager (left), and Henry Hulick, chief engineer, are looking over the ribbon pile just before it was carted away by Raleigh scrap campaign workers.

Campaigns to Promote Stars of Movies In Air Tieups Are Planned by Studios

FOLLOWING successful test campaigns in connection with current releases, 20th Century-Fox Film Corp., plans a concerted radio tie-in on all pictures for periods of two months in advance of showing until film is well underway in its second run. Tests were made with "Tales of Manhattan" and "The Pied Piper". Results are stated to have been definitely of box office benefit over a 30-day period.

Radio tieups are now being arranged for all 76 players under 20th Century-Fox contract. Casting and exploitation departments are coordinating efforts to insure availability of players at times required for radio appearances. Programs on which players appeared and plugged pictures during the past month include CBS *Lux Radio Theatre*; BLUE *Coca Cola Spotlight*; CBS *Chesterfield Hour*; CBS *Radio Reader's Digest*; BLUE *Jergens Journal*; BLUE *Breakfast at Sardi's*; CBS *Screen Guild Players*, as well as on special broadcasts over CBS, NBC and BLUE networks.

Paramount Plans

Paramount Pictures will give "Star Spangled Rhythm" the biggest radio exploitation campaign it ever used for any film, according to announcement. Now being lined up as the company's holiday season release, hitting key cities simultaneously during the Christmas-New Year's period, the radio plugs are scheduled for all national networks and independent stations before and during the picture's general showing.

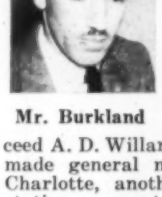
Film cast is the most impressive in Paramount's annals, with main title billing calling for 16 star names, 23 top feature players in addition to three directors who appear before the cameras.

This array of talent contains 21 experienced radio personalities, including Bing Crosby, Bob Hope, Dorothy Lamour, Mary Martin, Dick Powell, Victor Moore, Ray Milland, Betty Hutton, Eddie Bracken, Paulette Goddard and Veronica Lake from the star group, and Betty Rhodes, Dona Drake, Lynne Overman, Johnnie Johnston, Gil Lamb, Cass Daley, Walter Catlett and the Golden Gate Quartette, from the feature lineup, and Cecil B. DeMille of the directorial trio.

Majority of these have regular radio commitments which give them an automatic opening for picture plugs. Other talent will be spotted on a wide variety of networks as well as local programs to assist in the radio buildup.

BURKLAND NAMED WJSV's MANAGER

CHARLES J. BURKLAND, for the last year a member of the New York staff of Radio Sales, has been appointed general manager of WJSV, CBS owned and operated station in Washington, Dr. Frank Stanton, CBS vice-president, announced last week.



Mr. Burkland

Burkland, who will take over his new duties within the next two weeks, will succeed A. D. Willard Jr. who has been made general manager of WBT, Charlotte, another CBS M & O station, as part of a realignment of the managers of these outlets that moves A. E. Joscelyn, WBT's manager, to WCCO, Minneapolis, and brings William E. Forbes from that station to New York as an executive assistant to the network management [BROADCASTING, Oct. 26].

Born in Buffalo, Minn., Burkland attended the U of Minnesota and began his radio career in 1929 when he joined WCCO as an announcer. Working subsequently in the station's production department and as a salesman, he was sales manager of WCCO for four years. A year ago, in October 1941, he was transferred to the staff of Radio Sales in New York.

BIG AGGIE SCORES again and a-gain

Let this crashin', smashin' whirlwind of a record-bustin' go-getter put *you* across the goal.

There's no stopping Big Aggie. Power to bowl over all resistance . . . a clear field that's free from competition . . . and a special "something" that's not in the rule book. She's Triple-Threat for sure . . . she and the station she represents.

WNAX is the triple threat station of the rich middle-west. A frequency that permits reaching out for the far ones—strategic location far from other network stations—and enviable soil conductivity that carries the signal over the greater part of Iowa, Minnesota, Nebraska and the Dakotas.

Get WNAX on your team. Let us tell you how others score a gain and a-gain.

WNAX

The Billion Dollar Market

SIOUX CITY ★ YANKTON

Affiliated With Columbia Broadcasting System

570 On Your Dial

A Cowles Station

War Lament of the Puzzled Locals

Washington Is Resting While We Die, Says One

EDITOR, BROADCASTING:

Three thousand miles seem a long way between this whistle-stop on the Pacific Coast and Washington, D. C., where men supposedly cogitate the fate of wartime radio. And an even greater chasm seems to separate the small station, the familiar 250-watter, and a decision which must ultimately be made on the future status of the-likes-of-us. And, so, I unburden myself, suffering pride of authorship, and put on paper a few questions that I ask myself every day.

1—*What's going to happen*, when small, whistle-stop stations can still operate with tubes and present equipment, but have insufficient advertising income upon which to justify operation? It's coming, you know! It is estimated in Washington, itself, that 300,000 small businesses will suffer unquestionable death by the end of 1943. And, we of the whistle-stops thrive on the so-called small business man; in fact, he and we are one.

Equipment No Problem

Yet the NAB, the FCC, conjure ways and means to ration tube and equipment replacements, when, in the background, lurks a dismal problem that grows more menacing hourly. A problem far more serious to the small station than equipment shortages.

2—*What's going to happen*, when the small stations are counted out at the end of 1943 along with 300,000 other businesses like them? Are licenses to be forfeited, discarded into oblivion; or are provisions in the offing to allow license suspensions for the duration?

3—*What's going to happen*, when a small station, like 300,000 small businesses up against the wall, loses its investment? And we mean not only the financial investment in equipment, but the investment in goodwill, public trust and community confidence that have taken years to create and constant alertness to maintain.

4—*What's going to happen*, when it is realized in Washington that the whistle-stops have a vital part to play in the war effort? Perhaps we shouldn't survive; perhaps metropolitan radio is sufficient to fulfill the ever enlarging field of radio's responsibility to the public; perhaps our contribution to the whole is negligible and our continued existence unsound. But—why not an answer from Washington? Decisions must be made, and soon! The 250-watters, sitting out on the limb of uncertainty, striving to live on ever-dwindling advertising revenue and still maintain public service to community and government, are misplaced entities in an economy of total war.

You say: work harder; no one survived without effort; nurture accounts that have never used radio previously. We say: you cannot fight the battle of advertising in the whistle-stops when merchants can no longer obtain goods nor the personnel to sell these goods. Stupidity abounds in a situation when you fight an obviously losing and unproductive battle against business; against equipment shortages; against the problem of what wages you pay and what you should pay; and against the insurmountable problem of losing station personnel.

'All in Same Boat'

It is obvious that radio is in no more serious straits than other business. As a truism: "We're all in the same boat." But, radio, even in the whistle-stops, has a responsibility to the public that surpasses that of any other business. And the answer to that headache must come from Washington. And, soon!

But, in all probability, the answer is being written while Washington waits. And, once again in the realm of conjecture, perhaps that is best. Radio should not be exempt from the benefactors of this war; after all, this war is going to unlearn a lot of people and teach most of us many an important lesson. If the wheels slowly grind forward, forcing closure upon a great many of us whistle-stops, it may be that the greatest good has happened after all.

Advantages

What good, you say! Personally we can think of a few things that would not be amiss; and we suspect there may be other whistle-stop managers who might see eye-to-eye and tube-to-tube with us.

1. Just think: without the lip service of legal counsel; without Washington hearings; without pressure groups—the general mess on the ether is cleared. As the whistle-stops disappear, the radio dial clears up to the eternal pleasure of the listener and the FCC.

2. Just think: the managerial bad-taste-in-the-mouth, which usually occurs every morning over the mail, is no more. Just think: that the morning chore of discovering the shortest distance into the wastebasket for all sorts of mail is now a thing of the past. No longer need you feel shame-faced about chucking into the wastebasket the latest publicity brainchild out of Washington, requests for this-and-that and free advertising, meaningless inquiries from agencies requesting surveys, and a hundred of similar items of insignificance that used to harrass you daily.

3. Just think: no more fretful days to be spent over an application for license renewal or the annual FCC financial report.

4. Just think: no more troublesome questionnaires to come your way from the NAB and the FCC.

5. Just think: no more concern over what your underpaid employees think of you. No more wrangling with the union over what-should-be and what-is-possible.

6. Just think: those pesky problems that seem so characteristic of whistle-stop radio, adding gray hairs promiscuously, are all swept away with one full swoop of circumstance.

Yes, Mr. Editor, it may all be for the best—this death of whistle-stop radio. To blazes with public service, governmental cooperation, and civic benefit. Yes, it may all be for the best that our swan song is being sung while Washington is silent before the sweep of an almost uncheckable circumstance.

JAMES C. WALLACE,
Manager, KAST,
Astoria, Ore.
Oct. 21, 1942.

Purex to BBDO

PUREX Corp., Los Angeles (bleaching solution), has appointed BBDO, Hollywood, to handle its advertising, according to Adrien Pelletier, president of the firm. W. B. (Doc) Geissinger, for 14 years advertising manager of California Fruit Growers Exchange, Los Angeles (Sunkist oranges, lemons), and now with BBDO, is account executive.

Formal Statement of Treasury Cites Advertising Tax Stand

Reasonable and Legitimate Payments Permitted, According to 'Internal Revenue Bulletin'

ADVERTISING is recognized as "a necessary and legitimate business expense so long as it is not carried to an unreasonable extent and does not become an attempt to avoid proper tax payments" in a statement published last week in the *Internal Revenue Bulletin*.

The statement is in effect an interpretation of Section 19.23 (a)—1 of the Internal Revenue Code, relating to business expenses, and it is a reiteration in formal language of policy enunciated by Secretary of the Treasury Morgenthau before the Joint Congressional Committee on Internal Revenue Taxation last May 28 and by Commissioner Guy T. Helvering in correspondence with the Assn. of National Advertisers [BROADCASTING, May 25, June 1, Oct. 5, 12].

Need of Advertising

Expressing unwillingness to lay down a definite rule as to what are "reasonable" expenditures for advertising, the Treasury evinced an appreciation of the necessity of advertising under wartime conditions, pointing particularly to Government promotions which are deductible, and stated it would consider applications for individual rulings. Because of its unusual volume of work, however, it asked that taxpayers bear in mind general rules it laid down in its statement so as to avoid the necessity of individual rulings.

The Revenue Bureau's statement, setting forth its official attitude on tax deductions for advertising, follows:

Advice is requested as to the extent expenditures for advertising will be deductible from gross income for Federal income tax purposes.

To be deductible, advertising expenditures must be ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. The bureau recognizes that advertising is a necessary and legitimate business expense so long as it is not carried to an unreasonable extent or does not become an attempt to avoid proper tax payments.

The bureau realizes that it may be necessary for taxpayers now engaged in war production to maintain, through advertising, their trade names and the knowledge of the quality of their products and good will built up over past years, so that when they return to peacetime production their names and the quality of their products will be known to the public.

In determining whether such expenditures are allowable, cognizance will be taken of (1) the size of the business, (2) the amount of prior advertising budgets, (3) the public patronage reasonably to be expected in the future, (4) the increased cost of the elements entering into the total of advertising expenditures, (5) the introduction of new products and added lines, and (6) buying habits necessitated by war restrictions, by priorities, and by the unavailability of many of the raw materials formerly fabricated into the advertised products.

Types of Expenses

Reasonable expenses incurred by companies in advertising and advertising technique to speed the war effort among their own employes, and to cut down accidents and unnecessary absences and inefficiency, will be allowed as deductions. Also, reasonable expenditures for advertisements, including the promotion of Government objectives in wartime, such as conservation, salvage, or the sale of war bonds, which are signed by the advertiser, will be deductible provided they are reasonable and are not made in an attempt to avoid proper taxation.

It is the statutory responsibility of the bureau to determine and collect Federal taxes among which are the income and excess profits taxes, and to prevent abuses and attemps to avoid the high tax rates to which business will be subject under the proposed tax bill now before Congress.

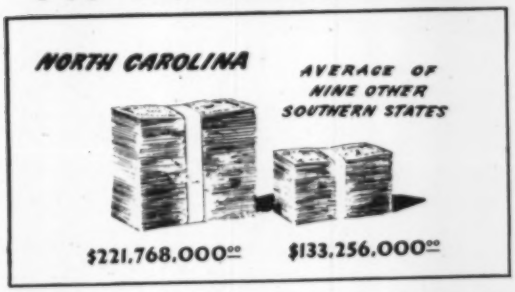
No definite rule for determining what is reasonable in the case of expenditures for advertising can be laid down in advance so as to fit all situations and all classes of taxpayers. In determining whether the amounts are reasonable, it is necessary to take into consideration all the facts and circumstances in each particular case.

The bureau will consider applications for individual rulings. It is, however, busy with an unusual volume of work, and it is believed that if taxpayers will keep in mind the foregoing general rules, individual rulings will not be necessary except under most unusual circumstances.

XUM

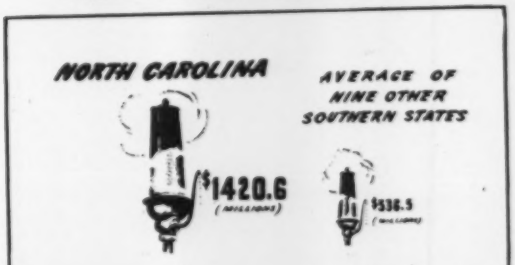
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

WDRC
CONNECTICUT'S PIONEER BROADCASTER
GOOD SPOTTING
When you buy time for a spot campaign, use the "Rule of 3". Pick the station that gives you the best combination of coverage, programs and rate. In Hartford, it's WDRC. Basic CBS for Connecticut.
CBS

THE RIGHT TRAIL FOR MORE ALE
KGVO
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA • MONTANA

KWKW
1000 Watts
at
1430 Kilocycles
Pasadena, Calif.
•
Servicing the whole Los Angeles Metropolitan Area 3,000,000 high wage earners.

"How 'bout WFDF Flint Michigan, ef yore a-huntin' fer spots!"

Prospective Orders on Cross-Hauling To Affect Radio Advertised Products

CROSS-HAULING by truck of many products now nationally- advertised by radio would be sharply curtailed by regulations in preparation at Office of Defense Transportation, with marketing practices certain to be sharply affected. Necessary authority for the issuance and enforcement of such regulatory measures already exists, according to ODT.

"Luxury" and "non-essential" merchandise are slated to be first to feel the blow of these constrictive measures. The War Production Board and ODT are now making a combined study of merchandise within these categories. Pending final official decision the individual items under consideration were not named even tentatively.

Eastman Interested

The subject is receiving serious consideration by Joseph B. Eastman, director of ODT, and it was said no hasty or ill-considered decisions may be expected. However, when final action is taken concerning a particular luxury or non-essential, it is expected the ban on "cross-hauling" of that product will be made effective almost at once. Bans on certain products with which the radio industry is not directly concerned already have been issued, an example being cement.

Mr. Eastman, in a recent speech, gave the following definition of cross-hauling:

"It has been an American principle, and a good one, to let people compete freely and sell and trade where they will. It is a principle that we all want to preserve—in times of peace. But we are in an all-out war. Undoubtedly this way of doing business increases materially the amount of transportation to be performed. A producer in Boston sells in Chicago. His competitor in Chicago sells in Boston. Their goods cross on the way. That is cross-hauling in its narrow sense. A man in Worcester may buy in Boston or he may buy the same goods in Chicago. In the latter case, the amount of transportation is much greater. This is cross-hauling in a broader sense. A more precise term, of course, would be excessive hauling."

Government's Charges Against German Alien Announcer Are Dropped

CHARGES against Heinzdeiter Baron von Schoenermarck, a German alien formerly employed as an announcer and newscaster by WMFD, Frederick, Md., have been dropped by the Federal authorities and the youth, who was known on the air as Brandon Roberts, has been released on parole. He was arrested by FBI agents last July, after having been discharged by the station. He was charged with failure to register as an enemy alien and with posing as an American citizen.

At the time he pleaded innocent and was held in Hagerstown, under $10,000 bail for a Federal grand jury. Four charges against him were dropped, however, after it was found that he had applied for American citizenship, had taken out his second papers and had been authorized by Federal authorities to use the name Brandon Roberts. Born in Heidelberg, he came to this country in 1929 and attended Harvard as well as network announcers' school in New York, which recommended him to the Frederick station.

WMFD had released the youth some months before FBI agents picked him up, and its executives were completely surprised when he was taken into custody. A. V. Tidmore, general manager, stated that he did not take him into his confidence when employed, and added that he is not being re-employed by WMFD.

WWNY, Watertown, N.Y. Dedicates Transmitter

WWNY, Watertown, N. Y., on Oct. 21 formally dedicated its new facilities, 1,000 watts fulltime on 790 kc., with an hour program written and produced by Thomas E. Martin, station manager. Included on the program were Pvt. Stephen Kennedy and Corp. Earl Weidman, Pine Camp, N. Y., Bob O'Hara and his Hotel Woodruff orchestra and Harold B. Johnson, editor and publisher of the *Watertown Daily Times*, operator of the station. Pvt. Kennedy appeared on the concert stage and radio before his induction into the Army and Corp. Weidman on nation-wide broadcasts as a baritone.

The radio station was established April 29, 1941 with 500 watts on 1300 kc. daytime only. The construction permit for the new station was obtained last December.

NBC Defines Duties

TO CLARIFY misunderstandings concerning the recent change in positions of William Burke Miller and Bertha Brainard in NBC's program department, the network issued a statement last week to this effect: "William Burke Miller, NBC eastern program manager, has been assigned the additional duties of war program manager, while Miss Brainard, in charge of package program sales, has been appointed an assistant to C. L. Menser, NBC vice-president in charge of programs, in addition to her present duties." It was mistakenly reported in the Oct. 26 BROADCASTING, that Miss Brainard had been appointed assistant to Mr. Miller in connection with NBC's war programs.

Ruppert's 1943 Plans

JACOB RUPPERT BREWERY, New York, currently sponsoring Stan Lomax on WOR, New York, as well as spot announcements in selected markets, will use essentially the same radio schedules during 1943, according to Ruthrauff & Ryan, New York, agency in charge, which is now working on the company's advertising plans for next year.

Noxzema Renewing

NOXZEMA CHEMICAL Co., Baltimore (skin cream and lotions), during the month of October has been renewing contracts for its quiz programs, titled in the majority of cases *Quiz of Two Cities*. Programs are now heard on 17 stations in 19 cities in various parts of the country. The company has also renewed the *Battle of the Boroughs* on WOR, New York, and the *All Iowa Quiz* on WHO, Des Moines. Agency is Ruthrauff & Ryan, New York.

ONA MUNSON, film and radio actress, has joined KNX, Hollywood, as producer, and is currently assigned to the weekly half-hour all-girl program, *Victory Belles*. Miss Munson is first feminine addition to that station's production staff.

AN INCREASE in the participation of the BLUE *Breakfast Club* by Swift & Co., (meat products) is given the signed okay by Vernon D. Beatty (right), Swift advertising manager, while Don McNeill (left), m.c. of the program, and E. R. Boroff, vice-president of BLUE Chicago, give the approving nod. The company has increased from three to five days a week, and from 87 stations to the full network of 143.

XUM

GOOD, MADAM? *WHY IT'S ADVERTISED OVER WBBM!*

For 17 straight years ***wBBm*** has sold more products for dealers and done more direct dealer contacting than any other Chicago station. This is one of the reasons why surveys prove dealers have a 30% preference for ***wBBm.*** Let this preference help sell your product.

wBBm
CHICAGO
50,000 WATTS

THE LEADING CHICAGO STATION FOR 17 STRAIGHT YEARS

wBBm is the midwestern key station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco

Purely PROGRAMS

SALUTING civilians engaged in the war effort, KDYL, Salt Lake City, is presenting a quarter-hour weekly, *The Civilian Soldier*, sponsored by Mullett-Kelly Co., that city. Premier broadcast Oct. 22 honored the Utah Copper Co.'s Bingham open pit copper mine and its thousands of employes, called attention to the Army-Navy 'E' awarded the firm. Show is written and produced by Alvin G. Pack, of KDYL's program department.

* * *

College Programs

COLLEGE NEWS, music, plays and special features are included in a half-hour program *The Call of the Campus*, on WEOA, Evansville, Ind. Three regular weekly programs now originate from the campus studio of Evansville College, the others being a half-hour show, *The Children's Story Hour*, featuring stories especially for school children, and Prof. Hjortsvang's program, a quarter-hour of vocal selections by the professor and his students.

* * *

Baron Eje

A SPANISH Lord Haw-Haw, named "Baron Eje" (Eje means Axis in Spanish), bowed in over NBC shortwave facilities Oct. 23, analyzing the propaganda output of Axis radio stations, pointing out their contradictions and blunders. Portrayed by Rafael Carvajal, Spanish-langage writer and actor, "the Baron" is heard Fridays 8:45 p.m. (EWT) over WRCA-WNBI, and presented in cooperation with the Coordinator of Inter-American Affairs.

Fort Monmouth Series

FORT MONMOUTH's latest radio series, *Music From Monmouth*, featured Sunday afternoons on WCAP, Asbury Park, N. J., does a threefold promotion job. It gives the post musical units a chance to display their talents; stresses the importance of buying War Bonds; recruits men for the Army Signal Corps. Many NBC and CBS staff musicians make up the Fort Monmouth band roster and two former radio men, Lt. Spencer Allen, formerly of WGN, Chicago, and Sgt. Tom DeHuff, formerly of NBC, New York, produce and write the series.

* * *

Map and War

KGO, San Francisco, collaborating with the *San Francisco Chronicle*, has started a war coverage series sponsored by the newspaper. The program *Let's Look at the Map*, is based upon a large map of a war front printed in the Sunday *Chronicle*. The announcer advises listeners of the page upon which it appears and asks them to spread it out before them. Then, pointing out the location of the latest war activity, the program describes the geographical and strategic aspects of the area, making constant reference to the map.

Soldiers' Quizzed

QUIZ PROGRAM designed for America's fighting forces overseas has been inaugurated over the shortwave facilities of NBC, Wednesdays, 11:15 a.m. Titled *What D'Ya Know?*, the program features Marjorie Brook and Bill Lewis as narrators who challenge the service men to answer ten questions on a given subject.

* * *

Opera Interviews

BACKSTAGE interviews with world famed opera stars is a nightly event on KYA, San Francisco, during the current season of the San Francisco Opera. The program, *Opera Curtain Time*, is directed by Al Zitcer. Alfred Frankenstein and Alexander Fried, music critics of the *Chronicle* and *Examiner*, respectively, appear on alternate nights to conduct the interviews, which originate in San Francisco's War Memorial Opera House.

* * *

Youth's War Problems

PROBLEMS of Canada's younger element will be discussed in a new series of weekly Canadian Broadcasting Corp. network programs entitled *Youth in Wartime*, starting Nov. 3 as an afternoon discussion program. Topics of speakers will be "Meet Wartime Youth", "Youth Grows Up", "Youth Looks at Life", "Youth & Money", "Balanced Education for Youth", "Youth and Recreation", "Youth & Democracy", "A Charter for Youth".

* * *

Highway Tales

AS A RESULT of public response to a truck driver drama broadcast last summer during the NBC *Author's Playhouse* series, the network has started a regular weekly program presenting experiences of two truck drivers, entitled *Road to Danger*. Burma Road, setting for the first broadcast, and other highways of the world, serve as settings for the adventure series.

* * *

For Mothers

A NEW inspirational program for the mothers of the boys in service was inaugurated on WDAS, Philadelphia, as a Sunday series. Titled *Mothers*, the program is conducted by Mae Desmond, dramatic actress, whose readings are designed to raise the morale of the parents of the men in service. Program is produced by Frank Fielder and includes musical selections of an inspirational nature.

* * *

Fred Allen's Decade

WHEN the Oct. 25 *Texaco Star Theatre* was heard on CBS, Fred Allen and Portland Hoffa, stars of the program, observed their tenth year on the air. Allen first began broadcasting with a half-hour series on CBS on Oct. 23,1932, with Corn Products Refining Co., New York, as sponsor. Texas agency is Buchanan & Co., New York.

THREE TONS of old furs from 3[illegible] States was the response to appeals by Newscasters Tom Mulready (left) and Bob Burlingame on the *War Bulletin Board* on WHO, Des Moines. Public response was so great the fur industry was compelled to ask discontinuance of the appeals until the industry could handle the shipments.

17 CBS Programs Beamed to Troops

WITH THE announcement last week by Philco Corp., Lockheed and Vega Aircraft Corp. and R. J. Reynolds Tobacco Co., that they planned to shortwave their CBS programs to our troops overseas, the list of CBS commercial shows being sent to the AEF now totals 17.

Philco's *Our Secret Weapon* was first shortwaved Oct. 18, 6:45-7 a.m. (EWT), and is heard regularly on CBS Fridays at 7:15 p.m. *Ceiling Unlimited*, the new Lockheed show with Orson Welles, scheduled to start Nov. 9 at 7:15 p.m., will be shortwaved for the first time Nov. 11, 6:45 a.m.

The Reynolds program, *Thanks to the Yanks*, which started Oct. 31 in the Saturday evening 7:30 p.m. period, will be shortwaved Tuesdays 7:15-7:45 a.m., starting Nov. 3. Agency for Philco is Sayre M. Ramsdell Assoc., Lockheed's account is handled by Lord & Thomas, while Wm. Esty & Co. is the Reynolds agency.

Following is the list of CBS commercial programs scheduled for shortwave to the armed forces:

Our Secret Weapon, Philco Corp.; *Texaco Star Theatre*, Texas Co.; *Burns & Allen*, Lever Bros. Co.; *Major Bowes' Amateurs*, Chrysler Corp.; *The First Line*, Wm. Wrigley, Jr. Co.; *Your Hit Parade*, American Tobacco Co.; *We, The People*, Gulf Oil Corp.; *Thanks to the Yanks*, R. J. Reynolds; *Ceiling Unlimited*, Lockheed; *Take It or Leave It*, Eversharp Inc.,; *Sergeant Gene Autry*, Wrigley; *Lux Radio Theatre*, Lever Bros.; *The Family Hour*, Prudential Insurance Co. of America; *Gay Nineties Revue*, U. S. Tobacco Co.; *Camel Caravan*, R. J. Reynolds; *Al Jolson*, Colgate-Palmolive-Peet Co., and *Ben Bernie*, Wrigley.

Smile Mister, when you call me a Boom Baby!

Don Anthony Best, age 5, is more than a Boom Baby. He's a "Boom Baby With a Future!" Because he was born in Wichita—a "Boom Town With A Future!" Ask Don's dad. He knows. Mr. Best is assistant power plant engineer for the big Beech Aircraft plant in Wichita.

Photo by Marcus Studio

Here today and gone tomorrow? Not Wichita! Every sales manager in the country has his eyes on the Wichita area. You have only to read the newspaper to guess Wichita's future in the great post war aviation picture.

Besides, Wichita is built on a solid foundation in oil and agriculture. Now's the time to sell to the hundreds of thousands of money-making customers in this area. And KFH will do the job for you—the only full-time 5000 Watter in Kansas.

Glenn D. Gillett Computed Field Strength Distribution Based on Performance and Previous Survey Measurements—5000 Watts Day and Night—October 1941

That Selling Station In
Kansas' Biggest, Richest Market

K F H
WICHITA
CBS . . . 5000 WATTS DAY & NIGHT
CALL ANY
EDWARD PETRY OFFICE

IT'S **HOUSTON!**
Now the most important market in the whole South!

IT'S **TEXAS!** Bustling Texas including the rich Rio Grande Valley, the wealthy Gulf area and prosperous Galveston, Beaumont and Port Arthur.

NOW TESTING . . .
and on the air soon!

AND IT'S **KTRH 50,000 Watts 740 KC.**

KTRH—HOUSTON now starts pouring 50,000 WATTS on 740 KC into the South's Number One Market. With this greatly increased strength on KTRH you can pour dominating sales power not only into Houston, but (with KTRH's directionalized signal) into busy Beaumont, Galveston, Port Arthur . . . into humming Corpus Christi and the rich Gulf Coast . . . into the profitable lower Rio Grande Valley. Now KTRH with greater power, better frequency and directionalized signal will boom popular Columbia programs into much of this area for the first time . . . and you'll find it will pay to let KTRH boom in your message too!

CBS

KTRH Houston, Texas
B. F. Orr, Gen. Mgr.
Ray Bright, Com'l Mgr.

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

New York
Chicago
St. Louis
San Francisco
Los Angeles

WJZ Provides Talent For Executives Lunch

FIRST luncheon meeting at its new location, the Cafe Loyale, was held Oct. 28 by the Radio Executives Club of New York, with entertainment provided by talent of WJZ, New York, first station this season to visit the club with guest artists.

Ed East, m.c., of the station's *Breakfast in Bedlam* program, served as m.c., introducing Texas Jim Robertson, Diane Courtney, Wilbur Evans and Josephine Huston, all singing talent of WJZ. Guest speaker was Roy Porter, BLUE news commentator, who talked on "From War Correspondent to Radio Commentator, and its Headaches."

Out-of-town guests included Leo Bowman, Free &Peters, San Francisco; A. N. Armstrong, WCOP, Boston; Arch Shawd, WTOL, Toledo.

No. 11 of a Series

Low-Cost Rail and Water-Borne Transportation

FOLLOWING upon the revival of industry in the Maritime Provinces came the tremendous demands of the present war, resulting in a greater density of traffic in this zone than in any other portion of the Canadian National Railways. Several millions have since been spent extending facilities to handle the huge munition and troop trains moving in a steady stream from Central Canada to East Coast ports.

Much progress has also been made in improving inland transportation facilities, as well as providing more docks and wharves for overseas shipments. There are 14,734 miles of highways in Nova Scotia, with the more heavily travelled routes paved. Regular truck as well as railway freight service is thus available to all points. Well-placed airports are also being established.

Finally, the fine sheltered harbours along the Atlantic shore of Nova Scotia are open for twelve months of the year, giving to the Province a commanding position in the shipping of Canada.

INVESTIGATE
NOVA SCOTIA

Radio Broadcasting Station

CHNS
HALIFAX, NOVA SCOTIA, CANADA

USA Rep. • Jos. Wood & Co. • New York City

NETWORK ESCAPIST PROGRAMS

Hooper Ratings Show Strong Public Desire For Adventure Type Shows

ESCAPIST radio entertainment, whether it evades the daily pressure of war headlines through dramatized mystery and ghost stories of the past or through cowboy and Indian adventures in the old West, or whether it takes advantage of the war with themes of espionage and undercover battles with Nazi agents, seems to have reached a new high, according to the current list of such programs now on the four major networks.

Mostly Sponsored

Totaling almost 30 separate series, the programs are almost all commercially sponsored by national advertisers, who are either promoting specific products or, as in the case of Minneapolis-Honeywell Regulator Co., Minneapolis, using the BLUE *Alias John Freedom* program every fourth week, are keeping on with institutional advertising despite complete conversion to the war effort.

If a radio set-owner is interested in hearing one of these mystery-spy-western programs, he can tune in any evening in the week to any of the four major networks and find such a show somewhere between the hours of 7 and 11 p.m. Those seem to be the most popular hours for the mystery and spy dramas, the westerns and boy adventure dramas usually being scheduled nearer the dinner hour to catch the juvenile listeners.

Turning to the ratings for these shows, C. E. Hooper reports ratings as high as 17.5 for NBC's *Mr. District Attorney;* 9.6 for the CBS *Lights Out* program, and 7.8 for *Gangbusters* on the BLUE. Now in its sixth year on Mutual, *The Shadow* was so popular last season, for example, that a Hooper survey showed it had more listeners than any other daylight network program on the air.

With a general idea of the theme of these "escapist" shows, the following list includes those currently on the networks with their sponsors:

CBS

Lights Out, Ironized Yeast Co.—Tales of horror and the supernatural, written by Arch Oboler, Tues., 8 p.m.

The Crime Doctor, Philip Morris & Co. (cigarettes)—Crimes of all types solved by a clever detective-doctor. Sun., 8:30 p.m.

Mr. Keen, Tracer of Lost Persons, Bisodol Co. (proprietary)—Methods in tracing missing persons dramatized, Wed., Thurs., Fri., 7:45 p.m.

Death Valley Days, Pacific Coast Borax Co.—Mysterious happenings in Death Valley, or tales of the old West, Thurs., 8:30 p.m.

The Commandos—Sustaining, featuring adventures of the present-day group of that name, Sun., 8 p.m.

The Return of Raffles and *The Whistler*—Sustaining, heard on West Coast only, adventures of mystery-solving detectives, Wed. and Sun., 9:15 p.m., respectively.

Suspense, sustaining, starts Nov. 3—Dramatized mysteries by John Dickson Carr, mystery writer, Tues., 9:30 p.m.

MBS

The Shadow, D. L. & W. Coal Co. (Blue coal)—Criminal activities solved by "The Shadow" and his assistant, to prove that crime does not pay, Sun., 5:30 p.m.

The Adventures of Bulldog Drummond, locally sponsored—Harum-scarum adventures of the character of the same name, Mon., 8:30 p.m.

Superman, available for local sponsorship—Dramatizations of superhuman and supernatural powers of newspaper reporter, who changes into "Superman," Mon. thru Fri., 5:30 p.m.

The Lone Ranger, locally sponsored on West Coast Mutual stations—Western adventures of a ranger, 10:30 p.m. (PWT).

Murder Clinic, sustaining—Dramatized versions of best-known mystery-murder stories, Tues., 9:30 p.m.

Dark Destiny (on WOR, MBS New York outlet)—Supernatural stories, Sat., 8 p.m.

NBC

The Adventures of the Thin Man, Andrew Jergens Co.—Dramatizations of the activities of Nick Charles and his wife, Wed., 8 p.m.

The Adventures of Ellery Queen, Emerson Drug Co.—Detective cases solved by Queen, Sat., 7:30 p.m.

Mr. District Attorney, Bristol-Myers Co. (Vitalis)—Cases from the D.A.'s records, Wed. 9:30 p.m.

Whodunit? Albers Milling Co. (14 West Coast stations only)—Mystery dramas, Fri., 8:30 p.m. (PWT).

Hot Copy, sustaining—Precarious adventures of Anne Rogers, newspaper reporter, Mon., 11:30 p.m.

Road to Danger, sustaining—Adventures of two truck drivers on highways throughout the world, Fri., 11.30 p.m.

BLUE

Inner Sanctum Mystery, Carter Products Co. (liver pills)—Gory mysteries adapted from best-sellers, Sun., 8:30 p.m.

Gangbusters, Dr. Earl S. Sloan (Sloan's liniment)—Dramatized stories of actual criminal cases, Fri., 9 p.m.

Counterspy, Mail Pouch Tobacco Co.—How American undercover men are working in this war to combat Axis agents, Mon., 9 p.m.

Alias John Freedom, Minneapolis-Honeywell Regulator Co. (institutionally, every fourth week)—American agent versus Axis spies, Mon., 10:15 p.m.

Famous Jury Trials, Williamson Candy Co.—Well-known and imaginary trials of murder cases, Tues., 9 p.m.

Manhattan at Midnight, Cummer Products (Energine)—Mystery tales of New York, Wed., 8:30 p.m.

The Lone Ranger, General Mills (Kix)—Western adventures of a ranger, Mon., Wed., Fri., 6 p.m.

Captain Midnight, Wander Co. (Ovaltine)—Children's dramatic mystery sketches, Mon. thru Fri., 6:45 p.m.

Red Ryder, Langendorf United Bakeries (5 West Coast stations)—Cowboy adventures, Tues., Thurs., Sat., 7:30 p.m.

Don Winslow of the Navy, General Foods (Post Toasties)—Hero officer in the Navy and his adventures, Mon. thru Fri., 6 p.m.

Jack Armstrong, General Mills (Wheaties)—"Boy Wonder of America" and his adventures, Mon. thru Fri., 5:30 p.m.

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York Chicago San Francisco

AUDITIONS AT MET RESUMED BY S-W

FOR THE EIGHTH consecutive year, Sherwin-Williams Co., Cleveland (paint), will sponsor the 16-week seasonal series *Metropolitan Auditions of the Air*, starting Nov. 29 on 137 BLUE stations, Sundays 6:30-7 p.m.

As in the past, singers and orchestra will be under the direction of the Metropolitan Opera conductor, Wilfred Pelletier, who is also a member of the Auditions Committee of Judges, which selects the winners for the scholarship award of $1,000 and the contract with the Metropolitan Opera Co. at the end of the season.

Preliminary auditions for the series got under way Oct. 27 in Radio City and will continue Tuesdays and Wednesdays throughout the major part of the season. In its seven years on the air, the program series has given 16 winners contract with the Metropolitan, as well as aiding a number of others to become members of that organization. Agency for Sherwin-Williams is Warwick & Legler, New York.

Stern's All-Star Team

ALL-AMERICAN football team selected by Bill Stern, NBC director of sports, will be published in *Look* Magazine Dec. 15. Stern's selections are based on weekly reports from the 184 sports announcers on NBC stations, in addition to the players he personally has seen in action during the season.

BRITISH COLUMBIA LAND OF OPPORTUNITY

First With Local Business, Too

CJOR

VANCOUVER CANADA
J. H. McGILLVRA (U.S.)
H. N. STOVIN (CANADA)

NOW MORE THAN EVER

BROADCASTING STATIONS AFFILIATED TO RADIO PROGRAMAS DE MEXICO, S. A.

Acapulco, Gro.	XEKJ	Irapuato, Gto.	XEBO	Orizaba, Ver.	XETQ
Aguascalientes, Ags.	XEBI	Jalapa, Ver.	XEJA	Parral, Chih.	XEJR
Aguascalientes, Ags.	XELY	León, Gto.	XERZ	Piedras Negras, Coah.	XEMU
Celaya, Gto.	XEJT	León, Gto.	XERW	Puebla, Pue.	XEHR
C. Delicias, Chih.	XEJK	Linares, N. L.	XER	Querétaro, Qro.	XEJX
C. Guzmán, Jal.	XEBA	Los Mochis, Sin.	XECF	Sabinas, Coah.	XEBX
C. Juárez, Chih.	XEP	Los Mochis, Sin.	XEOX	Saltillo, Coah.	XEDE
C. Victoria, Tamps.	XEBJ	Matamoros, Tamps.	XEAM	Saltillo, Coah.	XEKS
Campeche, Camp.	XEA	Mazatlán, Sin.	XERJ	San Luis Potosí, S.L.P.	XECZ
Córdoba, Ver.	XECW	Mérida, Yuc.	XEME	San Luis Potosí, S.L.P.	XEBM
Culiacán, Sin.	XESA	Mérida, Yuc.	XEFC	Tampico, Tamps.	XES
Culiacán, Sin.	XEBL	Minatitlán, Ver.	XEDW	Tampico, Tamps.	XETU
Chihuahua, Chih.	XEFI	Morelia, Mich.	XEI	Tapachula, Chis.	XETS
Chihuahua, Chih.	XEBU	Morelia, Mich.	XELQ	Tepic, Nay.	XERK
Durango, Dgo.	XEE	Monterrey, N. L.	XEFB	Tepic, Nay.	XEXT
Fresnillo, Zac.	XEMA	Monterrey, N. L.	XEMR	Torreón, Coah.	XEBP
Gómez Palacio, Dgo.	XEOB	Navojoa, Son.	XEGL	Túxpam, Ver.	XETL
Guadalajara, Jal.	XEDK	N. Laredo, Tamps.	XEFE	Uruapan, Mich.	XEUF
Guadalajara, Jal.	XEHL	Oaxaca, Oax.	XEAX	Veracruz, Ver.	XEHV
Hermosillo, Son.	XEBH	Orizaba, Ver.	XEPP	Veracruz, Ver.	XEU
				Zamora, Mich.	XEGC

TWO NETWORKS HEADED BY **XEW** KEY STATION TO N. B. C. AND **XEQ** KEY STATION TO C. B. S.

In Mexico where radio ownership exceeds the combined total circulations of all newspapers and magazines..radio advertising means two great chains. Headed by NBC's outlet (XEW) and CBS' (XEQ) they handle, between them, 85 cents out of every radio dollar spent in this land of 20.000,000 customers... 90% of the recorded programs...90% of the telephone hook-ups.....and 70% of the spot announcements. Obviously, if you're entering the Mexican market, there can be no question as to the right starting point!

RADIO PROGRAMAS DE MEXICO

LARGEST LATIN AMERICAN BROADCASTING SYSTEM

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EMILIO AZCARRAGA *Pres.*

MEXICO, D. F.
CLEMENTE SERNA MARTINEZ *Mgr.*

RPM

COLLEGE CONTEST TO OPEN ON BLUE

UNIVERSITIES and colleges throughout the country are registering for the second series of National Intercollegiate Radio Prize Debates to be held under the auspices of the American Economic Foundation, 295 Madison Ave., New York, in cooperation with the BLUE. The foundation conducts the *Wake Up, America!* forum Sunday afternoon on the BLUE.

Dr. William F. Peirce, chairman of the board of trustees of the American Economic Foundation and formerly president of Kenyon College, will moderate the local and national radio debates held in connection with the contest. There will be eight local qualifying debates broadcast between Feb. 15 and March 15, 1943, the winner and second best to receive a $50 and a $25 cash prize, respectively. The finals will be debated Sunday, April 18, on the *Wake Up, America!* period 3:15-4 p.m., EWT. The winner of the final will receive a $1,000 War Savings Bond and $250 cash and the runner-up a $500 War Savings Bond and $125 cash. The subject of the debate is "Should American Youth Support the Re-establishment After the War of Competitive Enterprise as our Dominant Economic System?" Colleges receiving invitations have until Nov. 15 to notify the American Economic Foundation of their intention of entering students.

MUSIC PRESS Inc., New York, publisher of classic music and contemporary works of American composers, has joined SESAC.

HANDSHAKES AND GRINS are in order for the first network wine account, Cresta Blanca Wine Co., following the recent launching of *Cresta Blanca Carnival* on the full MBS station list, Wednesdays, 9:15-10 p.m. [BROADCASTING, Sept. 28]. Exchanging congratulations are (l to r): Cliff Hall, comedian; William H. Weintraub, president of the Weintraub & Co., agency for Schenley Import Corp., New York, Cresta's parent company; Jack Pearl, comedian; Scriptwriter Billy K. Wells.

WGY Opens Center

A NAVY sub-information center has been established by WGY, Schenectady, as its contribution to the war effort. Periodic announcements about the center are aired and listeners are invited to use its facilities for information on various branches of service open to enlistees.

ON THE AIR since 1937, *Hobby Lobby*, the CBS show sponsored by Colgate-Palmolive-Peet Co., Jersey City, on Oct. 31 celebrated its fifth anniversary under the guidance of Dave Elman. Agency is Ted Bates Inc.

AUDIENCE FOR BLONDIE

Policy of Camels Program Changed on Request

TO GIVE armed forces a chance to hear the *Blondie* programs, sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., for Camels, the company suspended its "no audience" rule for the show when it returned to the air recently. Since the program started in July, 1939, it has been closed to studio audiences so that the illusion of the homey little episodes in the life of the Bumstead family would not be broken.

Wm. Esty & Co., New York, agency in charge, received so many requests for tickets last season that the show will be aired this year from a large studio at CBS in Hollywood with servicemen given preference.

Plot of the series will continue to tie in closely with the King Features comic strip by Chic Young. Alice White replaces Penny Singleton as Blondie for the first several broadcasts, with Arthur Lake continuing to portrary Dagwood Bumstead. Billy Artzt has been resigned as musical director. Harlow Wilcox is announcer. Johnny Greene is writer of the series, with Tom Knight as agency producer.

High Court Denies Belo Case Review

But Wage-Hour Boards Plans To Limit Application

CLOSE on the heels of the U. S. Supreme Court last Monday refusing to rehear the Belo case—an interpretation limiting application of Section 7(a) of the Fair Labor Standards Act—a spokesman for the Wage & Hours Division of the Labor Department declared that the case will not be accepted as a general limitation on the Act.

"We will take a strict view of the decision," he said, "and recognize only contracts that fall directly into line with the case. Any contract that differentiates in the slightest will be challenged, and we will leave it to the courts to issue further interpretations of the law."

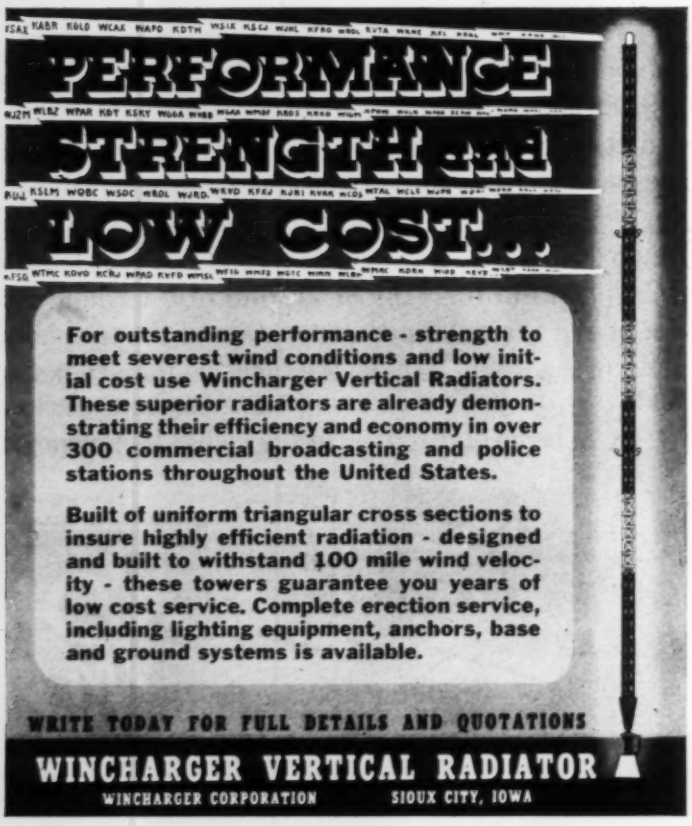
Ruled June 8

The Supreme Court ruled June 8 that the Belo Corp., owners of WFAA, Dallas, and publishers of the *Dallas News* could maintain with its employes wage contracts which included overtime pay in the weekly wage, whether or not the employes worked more than 40 hours.

Pointing to other decisions handed down at the same time, the Wage & Hours Division maintained that contracts should be based only on maximum hours before overtime, and that they should have separate provisions for overtime work.

In accepting the Supreme Court's ruling as final last week, the Wage & Hours Division pointed out that other cases are bound to arise from this interpretation. "Though contracts between the Belo firm and its employes were without protests from the staff," a division spokesman said, "similar contracts might exist with which groups of employes are not satisfied, and which would violate their rights under the Fair Labor Standards Act."

PULSE OF NEW YORK, radio research organization for the Metropolitan area, on Oct. 26 moved its headquarters from 1647 Broadway to 500 Fifth Ave.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International Telephone and Telegraph Corporation

announces

that its Two Associate Manufacturing Companies

in The United States

INTERNATIONAL TELEPHONE & RADIO MANUFACTURING CORPORATION

and

FEDERAL TELEGRAPH COMPANY

have been merged

and the name of the corporation resulting from the merger is

Federal Telephone and Radio Corporation

located at Newark, N. J.

IT&T INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York, N. Y.

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Death and Taxes

THERE'S COLD COMFORT for many of the little fellows of the broadcasting business in the Treasury Department's reiteration of its friendly disposition toward advertising as a deductible item of business expense. As Manager Wallace, of KAST, Astoria, Ore., so pertinently points out in his "plaint" published elsewhere in this issue, what's going to happen to small business anyhow—the small businesses upon which the "whistle-stop stations" must depend for their commercial existence?

The times being what they are, even the most astute prophet could hardly essay to answer Mr. Wallace's well-put queries. War needs and the higher national policies are creating conditions and trends which apparently canot be stayed, for the duration at least —equipment shortages, inventory depletions, population shifts, increased rationing, price controls etc. All are having, or will have, their inevitable repercussions on the business of broadcasting, especially on the unfortunately-placed stations whose markets and clients are already feeling the pinch.

Caught by market conditions, equipment shortages and the manpower problem, a few broadcasting stations appear destined to go to the wall. But Mr. Wallace is mistaken when he infers that the Washington authorities are engaged in a plot against the little fellow. On the contrary, our radio officials seem to have the little fellow in mind constantly. If some of them must shut down due to economic or other conditions, we have no doubt their licenses will be held for them; if some must curtail their operating hours to conserve equipment, the authorities are almost certain to give them a sympathetic ear.

Everyone is cognizant and appreciative of the little fellows' contributions to the war effort; their importance to their communities; their struggle for survival. But it is idle to hope for any governmental subsidy for them, which seems about the only way some can be spared from extinction if the war lasts long.

Meanwhile, national network and spot are holding up exceptionally well—and most stations appear to be reasonably safe from the fate that may befall some of their lesser confreres. If they can get the equipment and the manpower (or womanpower), they should be able to weather the storm fairly well. Nearly all of them, like the "whistle-stops", report diminishing local business; but some actually are ahead of last year in gross volume, thanks to national advertising.

Like all businesses, radio will be hard hit by the new tax laws, which mean inevitably lower profits. But it is gratifying to note that advertising as a legitimate expense in the conduct of business is no longer eyed with official askance—indeed, is looked upon reasonably by the Treasury, as evidenced by its official statement published in this issue. The wonderful war record of the advertising industry was undoubtedly a basic reason for a statement like this from the Treasury:

"The bureau realizes that it may be necessary for taxpayers now engaged in war production to maintain, through advertising, their trade names and the knowledge of the quality of their products and good will built up over past years, so that when they return to peacetime production their names and the quality of their products will be known to the public."

Recorded Repeats

IN THE REVEALATIONS last week of Mayor LaGuardia's "secret" shortwave broadcasts to Italy via NBC's WRCA and WNBI, a significant fact brought out was his use of recordings for his Italian-language appeals to the King and people of Italy to revolt against their Nazi masters. As done on a large scale in England [BROADCASTING, Oct. 12], and as may be increasingly required here for censorship purposes, he spoke his pieces onto discs which were piped into the shortwaves at times most suitable for reception in Italy.

There are times, especially on shortwave programs, when this technique is absolutely essential. Though there are good arguments for the retention of the "live" character of most of America's network, station and shortwave broadcasts, we doubt whether the hard-and-fast rule against using transcriptions which still prevails on all national networks save MBS can survive present conditions, as outlined in our London dispatch of Oct. 12. Indeed, there are evidences already that the network rule is cracking, as in the case of the BLUE's repeat of *Information Please* on its Pacific Coast segment, done from an off-the-line recording of the Friday night NBC show.

Even when AFM ordered a ban on this recorded repeat, it was a simple matter for Lucky Strike to edit out the musical portion for the repeat [BROADCASTING, Oct. 12] and to have it substituted with a live musician.

The RADIO BOOK SHELF

A COUPLE of years ago Ted Malone set out on a pilgrimage to the literary shrines of America, the homes and rooms in which our favorite writers have lived and worked. By radio, the listening audience heard Malone rap the knocker, open the door, climb the stair, rock in the favored chair or otherwise set the scene for his informal discourse on the writer's life and works. In *American Pilgrimage* [Dodd, Mead & Co., New York, $2.50], 16 of these broadcasts are set down in type between covers, dealing with such authors as Mark Twain, O. Henry, Harriet Beecher Stowe, Poe, Hawthorne, Melville and Emerson, to choose a few at random. In another recent volume, *Pack Up Your Troubles* [Whittlesey House, New York, $2], Mr. Malone has collected some of the favorite poems of listeners to his *Between the Bookends* broadcasts, many of them suggested to the author by such varied public figures as Eddie Cantor, Amos 'n' Andy, H. V. Kaltenborn, Elsa Maxwell, Senator Arthur Capper and others.

A REVISED and enlarged edition of the Canadian Broadcasting Corp. *Handbook for Announcers* has been published by the CBC [Box 500, Toronto; 50c]. The CBC announcers' guide does not attempt to set up any single standard, but encourages care, discretion and clean articulation. In addition to general remarks on good diction, and a list of some controversial words with recommended and permissible pronunciations, the handbook contains suggestions for the pronunciation of foreign words in an English context. It also gives simple rules for the pronunciation of French, German and Italian—so necessary in announcing musical programs. There is also a guide to the pronunciation of about 600 Canadian place names. There is a foreword by Gladstone Murray.

AMERICAN broadcasters, educators and parents are neglecting an opportunity and a duty by failing to use radio, which plays such a large part in the lives of our children, to educate these children for democracy as Hitler and the other dictators have used it to indoctrinate youth of their lands with totalitarian philosophies. Such is the charge made in *All Children Listen* [George W. Stewart, New York, $1.50] by Dorothy Gordon, well known writer and producer of children's programs who backs up her attack with a thorough review of the history of juvenile radio both at home and abroad.

THE CORES of 32 books by authors ancient and modern, ranging in subject matter from poetry to the science of society, are interpreted in *The New Invitation to Learning*, edited by Mark Van Doren and based on dialogues on the CBS program of the same name. Contributors include Irwin Edman, Lin Yutang, Allan Nevins, Bertrand Russell and others. Authors under consideration vary from Aeschylus to Lewis Carroll and from Shakespeare to Aesop [Random House, New York: $3].

A COMPREHENSIVE bibliography on educational broadcating has been released by the U of Chicago Press [$5], compiled by Isabella M. Cooper and containing nearly 5,000 items. Taking two years to complete, it represents the complete library compiled by the National Advisory Council on Radio in Education.

We Pay Our Respects To —

ARTHUR DeWALT WILLARD Jr.

STRANGE indeed are the backgrounds of many of our radio celebrities, and Jess Willard is the first man to manage two 50,000-watt stations who started his career as a male clothing model.

Jess, who when pressed admits his formal name as Arthur De Walt Willard, Jr., and who became a member of the U of Virginia's boxing team to make sure he'd never have to tell anybody what the A. D. stood for, has just been appointed general manager of Columbia's 50,000-watt Southern key station, WBT, Charlotte, transferring from WJSV, Washington.

The Governor of North Carolina, a gentleman who has already achieved immortality for his terse and timely statement to the Governor of South Carolina, added another handsome *bon mot* to his collection when he greeted Willard at the NAB Fourth District meeting at Pinehurst last week. Informed of Willard's transfer to Charlotte, the Governor said:

"Any move that is made from Washington to Charlotte is not a transfer—it's a rescue, sir".

Willard was born in Frederick, Md., Sept. 15, 1904, and on Sept. 16 of the same year he was informed by his father that he had his choice of being a gentleman and a lawyer or being disinherited. As the whole industry knows, he never quite made the first two, and the elderly Judge Willard is a long way from handing down his decision on the inheritance. Willard *Pere* was a Circuit Court Judge of Maryland's Sixth Judicial District and Jess dutifully went about the job of learning to follow in his father's footsteps, despite a deep distaste for the legal profession—a distaste which intimate association with Paul Porter and Joe Ream has not lessened one whit.

He studied at the Tome School, his first contact with damyankees, and then at the U of Virginia, where he was an alleged student and an extremely talented boxer. The shape of the Willard nose at this moment attests to that, as well as the nickname "Jess", which was the first name of the Willard Dempsey beat for the heavyweight title. Later young Willard made a stab at studying law at the U of Baltimore. It was no go, and Jess was soon working as a reporter for the Bradstreet Co. of Baltimore. While at this job, a local clothing concern employed the handsome lad as its "clothes-horse".

He worked at Bradstreet two years until 1926 when he joined the Baer Publicity Co., of Baltimore, where his great talent for verbal legerdemain, a polite term for salesmanship, came to the fore. He had been a better than fair talker while he was in school, so that talent soon had him picking up some extra money as an announcer at WCAO, Baltimore.

In Baltimore, Willard made radio history with the first of the morning *Musical Clock* programs. In 1928, WFBR lured Willard over with his popular program and to make sure he was busy afternoons made him sales manager. In 1930 he became station manager.

It was during those early days that a red-headed freckle-faced kid, wearing a sailor's uniform, walked into the WFBR studio, toting a banjo, having been goaded by his shipmates into taking a stab at radio. Willard liked his warm informal manner and put him on the air. Thus for the first time a radio audience heard the words, "Good mornin', this is Arthur Godfrey". Other talented members of the radio craft to rise under the Willard aegis include Bob Trout, Warren Sweeney, Arch McDonald, Hugh Conover and John Daly, although he is quick to deny that he played any part in their success other than to give them their microphone start.

In October, 1932 WJSV beckoned with the post of chief announcer. In January of the following year, he was appointed WJSV sales manager, and in 1936 he was made assistant to now Lt. Com. Harry Butcher, USN. Willard succeeded to the position of manager when Butcher was named CBS vice-president in 1937, and has guided the destiny of the station ever since.

The early radio story which he likes to tell the best is of an incident which occurred when and Bob Trout were rooming together at a hotel around the corner from the studios of Columbia's then newly acquired station. Scheduled to handle a network origination at 9 o'clock one morning, and waking up to find the light of day beaming on his clock at 8:50 a.m., Willard donned an overcoat, a pair of shoes and absolutely nothing else. He arrived breathless, but in time for the broadcast. Probably the guests on the program would have attributed the overcoat to some idiosyncrasy of radio announcers had not a helpful but overzealous receptionist insisted on removing it for him while he was making the lengthy introduction to the show. Just for the records, he succeeded in retaining both his coat, his dignity and his copy.

Jess Willard was married June 26, 1928 to Georgianna Courtney. The two youngest Willards are Courtney, 10, and A. D. 3rd, 3.

Acclimated to Washington's busy pace, even as a wartime capital, Willard still finds time to engage in many extra-curricular activities. These include membership on the board of managers and board of directors of the Washington Y.M.C.A., service on the board of trustees of the Washington Boys Club, and radio chairman of the Community War Fund. He is also a former director of the Kiwanis Club of Washington and past president of the Tri-State Golf Assn. and is still actively engaged in both organizations, as well as a member of Delta Sigma Phi fraternity.

Personal NOTES

H. E. WESTMORELAND, sales manager of WLOL, Minneapolis, has assumed the duties of manager, succeeding K. Wallace Husted, vice-president and general manager who has been appointed chief of the station relations section, Radio Bureau, Office of War Information [BROADCASTING, Oct. 26]. Mr. Westmoreland formerly was with the national advertising department of the old *Minneapolis Journal* and for several years published the magazines *Golfer* and *Sportsman*. Fred F. Laws, WLOL account executive, has been appointed local sales manager.

DONALD J. STERLING, managing editor and vice-president of the *Portland Oregon Journal*, part-owner of KOIN-KALE, has been appointed by WPB Chairman Donald Nelson as an advisor on wartime production and operating problems in the newspaper and publishing fields, aiding in the newsprint, metal supply and other problems.

ALLAN ZEE, formerly in charge of the record department of WHN, New York, has been made night station manager replacing Ted Schneider, who reports Nov. 2 for training at the Boston Navy Training School as an ensign. Bill Bird, of the copyright department, becomes supervisor of that division, also taking over Zee's duties, assisted in the latter post by Johanna Silverstein of the music department.

GRIFFIN B. THOMPSON, former general manager of WBYN, Brooklyn, who is now a captain in the army is currently working on *Yank*, official Army publication.

DON NATHANSON, publisher of *Radio Showmanship*, Minneapolis, is father of a girl.

F. C. SOWELL general manager of WLAC, Nashville, has been appointed radio chairman for the Tennessee War Bond drive.

TED BAILEE, account executive of KMPC, Beverly Hills, Cal., has been inducted into the Army.

JOHN M. KANNAWIN, Prairie regional representative of CBC at Winnipeg for two years, has left Winnipeg for Toronto, and will shortly proceed to England to take charge of the CBC's Overseas Unit at London. He succeeds H. R. Pelletier, who has been loaned by the CBC to the BBC for the duration. Kannawin has been in radio since 1930, starting as an announcer.

HAROLD BURLEY, former commercial manager of CKWS, Kingston, Ont., has been appointed manager of the Montreal office of Northern Broadcasting & Publishing, Timmins, Ont. He has also served on CKVD, Val d'Or, Que., and CKRN, Rouyn, Que. He started his radio career in Toronto as producer of a musical show for a Toronto newspaper.

ED WOLFE has resigned from the sales staff of WIL, St. Louis, to enter the Marine Corps. Ray L. Wynne, new to radio, takes his place. WIL Announcer Bob Rawson is the father of a boy.

G. A. (Dick) RICHARDS, president of KMPC, Beverly Hills, Cal. who also controls WJR, Detroit and WGAR, Cleveland, is currently on a three-week business trip conferring with executives of the latter stations. Bob Reynolds general manager of KMPC, is currently visiting Chicago, Cleveland and New York on station business.

STORM WHALEY, manager of KUOA, Siloam Springs, Ark. has returned to the station after a minor operation at the John Brown U. hospital.

MARK BROWN, commercial staff of KTAR, Phoenix, left for Norfolk, Va., Oct. 31 to attend a Navy physical education school. Barbara Hughes, formerly of Advertising Counselors, Inc., Phoenix, has joined KTAR business staff.

GEORGE L. MOSKOVICS, CBS West Coast sales promotion manager, recently discussed "Radio's Place in Advertising Under War Conditions", as guest speaker at the Long Beach (Cal.) Adv. Club.

GERALD P. FLOOD, former chief of station relations, Radio Section, Treasury Dept. War Savings Staff, has been commissioned a lieutenant in the Naval Reserve and assigned to the Naval Air Station, Quonset Point, R. I.

BEHIND the MIKE

LEE KARSON, production manager of KTAR, Phoenix, has reported to Fort MacArthur, Calif., to attend an Army Volunteer Officer Candidate School. Harold Lampel, formerly of WCBA-WSAN, Allentown, Pa., has joined news staff of KTAR.

PAUL HAVENS, has been named manager of W49FW, FM adjunct of WOWO-WGL, Ft. Wayne.

PAT BURTON, formerly of KFMB, San Diego, has joined the news staff of WBBM, Chicago.

ALLEN PRESCOTT, m.c. of the five times weekly *Prescott Presents* program on the BLUE, left the network last week to join the Navy as a lieutenant (s.g.). Although the title and format of the show will be changed, it will probably continue with another m.c., as yet unselected.

JIMMY CREASMAN, formerly of KTAR, Phoenix, but now with coordinator of Inter-American Affairs (Rockefeller Committee), is father of a girl.

FRED L. VAN DEVENTER, news staff of WJR, Detroit, has taken over the program *News of the Hour By Van Deventer*, sponsored jointly by Sweetheart Soap and B-C headache remedies.

BUCK HINMAN, announcer and program director of WCBI, Columbus, Miss., has enlisted in the Army Air Corps.

ROBERT HAFTER, producer of CBS Hollywood, has been assigned as assistant to Capt. Charles Vanda, producer on the weekly *Your Broadway & Mine*, War Dept. show shortwaved to the AEF.

PAT KELLY, publicity director and producer of KFRC, San Francisco, and Patti Boyd, assistant music librarian of KHJ, Los Angeles, will be married in the former city Nov. 6.

LEITH STEVENS, musical director of NBC Hollywood, has currently completed scripts for series of shorts dealing with wartime musical propaganda. Material will be submitted to the OWI.

HARRY MITCHELL, program director of KFAC, Los Angeles, has joined CBS Hollywood as announcer. Don Otis, announcer of KFAC, has taken over Mitchell's former duties, with Mark Breneman being elevated to newscaster and chief announcer. New to the staff is Gene Moser, former announcer of KSAL, Salina, Kan.

RUTH HOLLOWAY, in the continuity department of KHJ, Hollywood, has been named assistant music librarian, replacing Patti Boyd, resigned. Ann Cameron, head of the script department, takes over Miss Holloway's former duties, with Helen Brough being elevated to head of the latter department.

BOB FOUTS, formerly of the California State Dept. of Agriculture, has joined KROY, Sacramento, as special events and sports announcer.

BOB HICKS, once with WOKO, and WABY, Albany, N. Y., has joined WTRY, Troy as announcer.

R. C. SMUCKER, formerly of KVOR, Colorado Springs and KVSF, Santa Fe, is doing interpretation and production work for Horace Heidt.

BOB GOODMAN, news editor and announcer of KGEI, San Francisco, is the father of a boy.

JAMES BIXLER, night production manager of the BLUE, has been shifted to a part daytime schedule, while Addison Amor, his assistant, will take over some of the night assignment under the supervision of Harry Frazee, BLUE production manager.

RUTH CLEMENS has resigned as assistant to John Almonte, night manager of NBC, to engage in war effort activities.

DOROTHY McGAHA, formerly of sales promotion department of KPO, San Francisco, became a member of the WAAC's Oct. 16. Lucille Kale has succeeded Miss McGaha as secretary to Henry Schaffer, sales promotion manager.

JACK IRELAND, formerly of KCRC, Enid, Okla., has joined the staff of KSAL, Salina, Kan.

Steele to Atlantic

TED STEELE, singer and novachordist heard on NBC for the last year, has been appointed to the newly-created position of director of programs for the Atlantic Coast Network, it was announced last week by Edward Codel, ACN general manager. Mr. Steele, who has done radio and stage entertaining on a freelance basis, started as an NBC page boy four years ago, and is currently m.c. of the NBC Saturday night show, *Ted Steele's Studio Club*.

Mr. Steele

JOE FARRIS, head of continuity department, of WGKV, Charleston, W. Va., has joined the Army Reserve until completion of studies at Morris Harvey Coll., Charleston. Ray Penner, WGKV, announcer, has been appointed head of the publicity and promotion department. Nancy Flournoy, receptionist, is taking a regular announcing turn.

BOB GREEN, announcer of CBS, Hollywood, has been assigned to the weekly West Coast sustaining program, *Hollywood Showcase*. He replaced Bob Lemond, now in the Army Air Forces.

WILLIAM ANDREWS, head of guest relations department of NBC, Hollywood, has joined the Army Air Forces. He is assigned to operations specialist division of the 6th Ferry Command, Long Beach, Cal.

KENNY BAKER, Hollywood radio singer, is the father of a boy born Oct. 26.

VERNON McKENZIE, formerly director of the school of journalism, U of Washington, and American advisor to the British Information Services in New York and London, is conducting a world affairs commentary of KIRO, Seattle.

TRUMAN BRIZEE has been named promotion director of WHAM, Rochester, succeeding Arthur Kelly, who was transferred to the engineering staff.

BILL LOVE, announcer of CFCN, Calgary, son of the president and general manager of the station, is now in the Survey Wing of the Royal Canadian Artillery, Petawawa, Ont. W. H. Brown, former announcer of CFCN, has been promoted to second lieutenant in the Royal Canadian Artillery, stationed at Camp Shilo, Manitoba.

Ridiculous? Sure—but no more so than trying to cover the big, $210,000,000 Roanoke-Southwest Virginia market without WDBJ! The truth is: WDBJ is the *only* station that can be heard clearly at all times in all of the 120,348 radio homes in this area. Send for the proof now.

ROANOKE WDBJ VIRGINIA

CBS Affiliate . . 960 K.C. 5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC.
Exclusive National Representatives

For COMPLETE COVERAGE in

ALABAMA

it's

The ALABAMA TRIO

Today smart advertisers who want *complete coverage* of Alabama's vast war production market—where payrolls are at their highest peak—are specifying the ALABAMA TRIO. Its power blankets the entire state . . . and you get a 10% reduction, too!

WSGN BIRMINGHAM WSFA MONTGOMERY WALA MOBILE

REPRESENTED BY HEADLEY-REED CO.

MARY LOU NICHOLS, for five years main receptionist at KOIN-KALE, Portland, has married Warde H. Erwin, Portland attorney. Largely-attended wedding reception was held at the home of C. W. (Chuck) Myers, the bride's uncle and president of KOIN. After the honeymoon the bride resumed her duties at KOIN-KALE for the duration.

ROGER BOWMAN, former announcer of WLIB, Brooklyn, and WNYC, New York municipal station, has joined the announcing staff of WHN, New York. Bowman has served as educational advisor and observer for the CBS *Words Without Music*.

BILL BRENGLE has joined the announcing staff of WWL, New Orleans. For six years he broadcast Tulane U football games for Coca Cola over Gulf Coast stations.

DAVID ROSE, Hollywood musical director of the weekly NBC *Johnny Presents Ginny Simms*, sponsored by Philip Morris & Co. (cigarettes), has joined the First Photographic Unit of the Army Air Forces. He will be stationed at Hal Roach Studios, Culver City, Cal.

JERRY KAYLE, announcer of KFVD, Los Angeles, has resigned to join the Army Air Forces technical training school in St. Louis. Gene Milner, formerly of KOIL, Omaha, has taken over his duties.

KEN HIGGINS, writer-producer of KFI-KECA, Los Angeles, is the father of a girl.

NATHAN SCOTT, Hollywood musical director of the BLUE, Hollywood, has been inducted into the Army.

HARRY VON ZELL, Hollywood announcer on the weekly NBC *Time to Smile Show*, sponsored by Bristol-Myers Co. (Ipana, Sal Hepatica), has been signed for a role in the Warner Bros. film "Thank Your Lucky Stars".

JOE EMERSON announcer-director of NBC *Hymns of All Churches*, will make his final appearance with the program Nov. 23. Before returning to radio he plans to spend a short vacation on his cattle farm in North Carolina. The program, sponsored by General Mills, Minneapolis, will continue to be heard Monday through Thursday 2:45-3 p.m.

HAROLD MODLIN, farm editor-announcer of WLBC, Muncie, Ind., has enlisted in the Signal Corps Reserve.

BRYN MORTENSON, former program director of WMVA, Martinsville, Va., has joined WPIC, Sharon, Pa., as writer.

TOM HUSSEY, commercial announcer of Boston Braves and Red Sox games, has been named successor to Jim Britt as sports expert of WNAC, Boston, and the Yankee Network. Britt is now a lieutenant in the Navy.

LARRY KRUPP, chief announcer of WJW, Akron, was recently inducted into the Army. Mickey McClowery, new announcer at WJW, will take over some of his duties.

WILLIAM H. SCHWARZ, formerly of the CBS page staff, has been named desk assistant in CBS news room, replacing Richard Cooperman, who has resigned to join the Signal Corps of the Army.

DON SHARON, announcer of CKLW, Windsor, Ont., has joined the Canadian Army.

JOHN AVISON, musical director of CBR, Vancouver, has left to join the Canadian Army with the Irish Fusiliers.

GILBERT HODGES, former special events chief at WTAG, Worcester, married Mary Agnes Pelot Oct. 20. Corp. Hodges is scheduled to enter Infantry Officers' Candidate School at Fort Benning, Ga.

RICHARD BIDDLE, former announcer of WRAW, Reading, Pa. has joined the announcing staff of W49PH, FM station of WIP, Philadelphia.

MARY L. FAIRES, of the continuity staff of KGKO, Fort Worth, will shortly marry Ensign Thomas M. Dollins. Irma Belle Porter, hostess at KGKO, on Oct. 13 married Lieut. James B. White.

Orchid to Mrs. G.

A COASTWISE radio salute was presented by Tom Breneman during *Breakfast at Sardi's*, BLUE network proticipating program, to Mrs. J. F. Glickman, of San Francisco, as the "good neighbor" of the day on Oct. 23. She and her husband on that day celebrated their golden wedding anniversary. They are the parents of David H. Glickman of Hollywood, West Coast editorial representative of BROADCASTING. Mrs. Glickman was sent the "good neighbor" orchid by air express.

CHARLES ROGERS, announcer, has been promoted to chief announcer and program director of KIEV, Glendale, Cal. Colman Willson, formerly on the news staff of shortwave station KWID, San Francisco, has joined KIEV as announcer.

LEONARD BROWN, program director and farm editor of KGFW, Kearney, Neb., has resigned to join the Army Signal Corps. His duties have been assumed by Harold Clark, former continuity chief and promotion manager of the station. New farm editor at KGFW is Arnold Kloxin, formerly of the Hugo Players, who also serves as news announcer. Maurize Wenzinger, new to radio, has joined the station as part-time announcer.

BILL HENRY, NBC news analyst, sponsored four times weekly on NBC Pacific stations by American Chicle Co., Long Island City, for chewing gum, is on a "war assignment" somewhere in the South Pacific. Replacing him on his news program are Buddy Twiss, NBC announcer, who reads the news headlines, and four speakers giving short news commentaries. They are: Boyd Comstock, Dr. Nathaniel Berovitz, Relman Morin and Dan Delucé.

MAY RATLIFF, formerly of the sales secretarial staff of KPO, San Francisco, has transferred to the press department, replacing Edwarda Pickett Gilmore, who resigned.

BEFORE YOU START THE Ball Rolling
TEST YOUR CAMPAIGN IN LIMA, OHIO FOR AMERICA'S REACTION!
A FORT INDUSTRY STATION
TEST TOWN
WLOK LIMA, OHIO
"The Voice That Speaks From the Heart of Lima"

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

SID SAUNDERS, who has been freelancing in Chcago, has rejoined the announcing staff of KMOX, St. Louis, where he served from 1936 to 1940.

JOSEPHINE R. YATES, of the transcription staff of KOMO, Seattle, recently enlisted in the WAVES as apprentice seaman. Following her four-month training period, she will be eligible for a commission as ensign.

ESTON R. PACE, announcer-newscaster of KTSA, San Antonio, recently became the father of a girl.

BILL WALKER former special events director of KILO, Grand Forks, N. D., has joined the staff of KYSM, Mankato, Minn., as program director, replacing Jack Hanssen, who resigned Oct. 17 to enter the Army Signal Corps.

FRED GREENLEE, announcer of WNAX, Yankton, S. D., has entered the Army and now is at Fort Kerns, Utah. Bill Sanford, of the WNAX Sioux City sales staff, has left to continue radio technician studies in Minneapolis.

JAMES ALDERMAN, for the past five years in charge of news at WFAA, Dallas, has joined WRR, Dallas, as news editor. In addition to handling AP and local news. Alderman is doing some newscasting. He has been newscaster and commentator for various stations, such as WBAP, Ft. Worth., WCKY and WLW, Cincinnati.

LENORE KINGSTON, who plays the feminine lead in the NBC Procter & Gamble series *Against The Storm*, has received the first woman's War Emergency Radio Service Operator's License in New York. Licensees will operate an emergency shortwave communications system for handling air raid warden reports, in case land lines are broken during air raids.

PHOEBE MINK has left WMCA, New York, where she served as aide to Leon Goldstein, director of publicity and special events. No replacement has been named.

ERNESTA BARLOW, commentator and author of "An Uncensored Diary From the Central Empire" is heard in a series of weekly talks for British women on NBC's stations WRCA and WNBI and Westinghouse's WBOS. Mrs. Barlow conducts the *Commando Mary* programs on NBC.

BILL FULLER, formerly on the radio production staff of Ruthrauff & Ryan, Hollywood, has joined CBS, that city, as an announcer.

LOYE CRENSHAW, new to radio, has joined the announcing staff of KUOA, Siloam Springs, Ark. Clara Lou Gehron is new woman's editor.

HUBERT BOWEN, in charge of news programs at KGNF, North Platte, Neb., has been inducted into the Army Air Forces.

SPENCER G. McNARY, formerly assistant chief of the allocations division of the OWI Radio Bureau and the NBC program department, has resigned to enlist as a volunteer officer candidate.

ERVIN VIKTOR, formerly conductor of *Suppertime Frolic* over WIND, Chicago, and later chief announcer and program director of WJJD, Chicago, has returned to WWL, New Orleans, where he began his career in 1930.

LOUIS G. EMM, announcer of WHIO, Dayton, has enlisted in the Air Force Mechanics and will be replaced by John R. Murphy, formerly of WHBC, Canton, O.

EVELYN MARBLE, formerly with Robert Nichols, Seattle agency, has joined KIRO, Seattle, as a dramatic writer.

WAYNE JONES, sales department of WGKV, Charleston, W. Va., has enlisted in the Navy at Norfolk Naval Training Station.

ED LEEMY, who joined WBYN, New York, several weeks ago, to handle publicity, joins WPAT, Paterson, N. J. this week, in a similar capacity.

LOWELL THOMAS, BLUE commentator sponsored by the Sun Oil Co., New York, has been made president of the American Platform Guild, trade association formed recently by those active in the lecture field.

PERCY HEARLE has joined the announcing staff of WSB, Atlanta. Mary Caldwell has joined the WSB publicity dept.

BILL EDWARDS, announcer of WHN, New York, recently became the father of a girl.

DICK ALLEN, Jack Lucas, Yale sophomore, and J. Franklin Ruetz, Yale divinity student, are new announcers of WELI, New Haven. Jane Connors, Cornell U graduate, is new WELI continuity editor. Parley Dean Thueson, formerly with WELI, is now with the Army in Nebraska.

ART HOLTER, formerly head of the KPO-NBC guest relations staff, San Francisco, recently enlisted as a cadet in the Army Air Forces.

STEPHEN PRICE, producer-director for the Office of War Information in New York, will enter the Army early this month.

GEORGE CREAMER, announcer of WOV, New York, is the father of a boy.

ROLIN BRADLEY, producer of KOMO-KJR, Seattle, Oct. 22, joined the visual education division of Boeing Aircraft, as writer-producer.

LYLE BURT, announcer of KOMO-KJR, Seattle, has become engaged to Helen Dyser, Seattle.

WRIGHT ESSER, former Hollywood and Chicago writer-producer, has been named producer of KOMO-KJR, Seattle, after six months as an announcer in the news and special events department.

LOUIS COHEN, formerly stage manager of WWJ, Detroit, is a technical sergeant stationed at Camp Tilden, N. Y.

TRAFTON ROBERTSON, formerly of WBT, Charlotte, has joined WOL, Washington.

BILL SMITH, formerly an announcer of WHAT, Philadelphia, is in the Air Forces doing his basic training at Victoria Field, Tex.

LOUIS GROSS, former conductor and announcer of Jewish programs over WPEN, Philadelphia, has joined WHAT, Philadelphia.

2 "PLUGS" = 2 Tons of KEYS

Just 2 brief requests by Fulton Lewis, Jr., during his broadcasts of October 1 and 2 brought more than 2 tons of keys to be added to the Nation's needed supply of brass and nickle *(and they're still pouring in!)*

FULTON LEWIS, Jr.
HAS THE "KEY" THAT WILL OPEN MORE SALES FOR YOU—

That key is the immense, loyal radio family that listens 5 times weekly to Fulton Lewis, Jr. They are an exceptionally responsive cross-section of America. Typical of their spirited response to the country's need for old keys, is their enthusiasm for the more than 50 different products offered by Fulton Lewis, Jr. Here is radio's outstanding feature of the year with a background of pulling power and results that will make any advertiser sit up and take notice. Fulton Lewis, Jr., is available for sponsorship over YOUR STATION—at YOUR OWN ONE TIME QUARTER HOUR RATE PER WEEK. If you want more dope—wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Your dollar buys 2 big markets

WHEN YOU BUY

WIBC

INDIANAPOLIS

1. Indianapolis with its huge defense payrolls.
2. Rural Indiana's wealthy farm district.

Yes, two markets covered by one radio station. And WIBC IS THE ONLY INDIANAPOLIS STATION that is programmed to reach metropolitan Indianapolis and rural Indiana.

Represented Nationally by Paul H. Raymer Company

Meet the LADIES

JOSEPHINE MARTIN

CONSISTENCY is the word for Mrs. Josephine Martin, who doubles on the air as *Bess Bye, the Market Scout* and *Emily Barton* on KFRC, San Francisco.

For more than seven years this affable lady has conducted a radio program that has consistently maintained the highest rating of any home economics type program in San Francisco and Oakland. This is no easy feat, especially when you have to get up at 6 every morning to gather first-hand material for your program.

Six days a week at 6 a.m. Mrs. Martin, in the role of *Bess Bye, the Market Scout*, journeys to San Francisco's wholesale produce district. For one hour she talks to wholesalers, gathering the latest information on market conditions and retail prices on perishable commodities. At 8:40 a.m. she reports the complete information of the "best buys" in the market that day to her radio listeners.

A recent tribute to Mrs. Martin was her appointment to represent radio economists on the San Francisco County Nutrition Council of the Office of Civilian Health and Welfare. Her second program, *Emily Barton*, was launched five years ago. It appeals to the major interests of daily life, the home, husband and family.

Prior to her affiliation with KFRC, Josephine Martin was in radio for seven years and worked on various newspapers.

Stowin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG TORONTO

Copies to Camps

BEV DEAN, of WLS, Chicago, suggests that subscribers save old copies of BROADCASTING for radio men in the service. Dean says they like to keep contact with the business and he and his friends have been sending back issues of the magazine to nearby camps and USO reading rooms.

Annual AFRA Session

ANNUAL membership meeting of the New York Local of AFRA will be held Nov. 5 at the Hotel Astor, New York. Report of George Heller, executive secretary of the local, election of the local's board of directors and a report on the status of AFRA's cost-of-living clause. Local is attempting to line up 1,000 members to participate in AFRA's Blood Donation Day, Nov. 16.

NBC Page Policy

TO FILL VACANCIES occurring in the NBC page and guide staff, one of the employment classifications hardest hit by the draft [BROADCASTING, Oct. 26], the network is utilizing young men working their way through college, or awaiting call for training in the Air Forces. Students attending New York universities are employed on the night shift, while daytime shifts are using teams of two and three boys from Antioch and Fenn Colleges. The students spend from three to six consecutive months in NBC's New York studios alternating with the equivalent amount of time at college.

HERBERT GRIFFIN, until now executive vice-president of the Society of Motion Picture Engineers, has been elected president of the society. Action took place during a three-day meeting at the Hotel Pennsylvania, New York, last week. Griffin is vice-president of the International Projector Corp., and President of the Librascope Co., Burbank, Cal.

Wartime Radio Problems On Agenda of Institute

WARTIME PROGRAMMING of stations, schools, Government departments, organizations will be studied in a two-day regional radio conference Nov. 6-7 at Stephens College for Women, Columbia, Mo. Theme of the discussion, educational radio in wartime, will be considered by guest speakers from all parts of the radio industry, who will analyze current programs and policies and what can be done to improve the shows.

Among the 50 scheduled speakers from colleges and radio stations are I. Keith Tyler, national vice-president of the Assn. for Education by Radio; Hugh Stephens, administrator of the Missouri State Council of Defense; Charles A. Siepmann, Office of War Information, Washington; Dr. Louis Berg, psychiatrist, New York; John W. Tinnea, program director of KWK, St. Louis.

LEADING in Chicago...

WGN holds a substantial lead over all 50,000 watt Chicago stations in *volume of local and national spot business.*

This is *important* to buyers of spot time, for WGN's lead is irrefutable evidence of WGN's ability to produce sales for its advertisers.

A Clear Channel Station

50,000 Watts 720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGAR, Cleveland

Walker's Austex Chili Co., Austin, Tex. (chili powder), 2 *sa* weekly, 13 weeks, thru Crook Adv. Agency, Dallas.
Royal Lace Paper Works, Brooklyn (Royledge paper), 3 *sa* weekly, 6 weeks, thru Lawrence C. Gumbinner, N. Y.
Procter & Gamble, Cincinnati (Lava soap), 12 *sa* weekly, 26 weeks, thru Biow Co., N. Y.
Piso Co., Warren, Pa. (proprietary), 5 *sa* weekly, 20 weeks, thru Lake-Spiro-Shurman, Memphis.
Musterole Co., Cleveland, 5 *sa* weekly, thru Erwin, Wasey & Co., N. Y.
Mother Hubbard Products, New York (Golden Center wheat germ), 3 *sa* weekly, 4 weeks, thru H. C. Morris & Co., N. Y.
McKesson & Robbins, Bridgeport, Conn. (Calox), 5 *sa* weekly, 10 weeks, thru J. D. Tarcher Inc., N. Y.
Kellogg Co., Battle Creek Mich. (All Bran), 10 *sa* weekly, 8 weeks, thru Kenyon & Eckhart, N. Y.
Borden Co., New York (Biolac), 15 *sa* weekly, 8 weeks, thru Young & Rubicam, N. Y.
Serutan Co., Jersey City (Serutan), 5 *t* weekly, 1 year, thru Raymond Spector Co., N. Y.
Pabst Sales Co., Chicago (cheese), 11 *sp*, thru Lord & Thomas, Chicago.
Grove Labs., St. Louis (Bromo-Quinine), 3 *ne* weekly, 24 weeks, thru Russel M. Seeds Co., Chicago.
Bond Stores, New York (men's clothing), 3 *ne* weekly, 1 year, thru Neff-Rogow, N. Y.

WCAO, Baltimore

Berkshire Knitting Mills, Reading, Pa. (hosiery), 6 *sa* weekly, 13 weeks, thru Geare-Marston, Philadelphia.
Pope Labs., Hallowell, Me. (Joint Ease), 5 *sa* weekly, 13 weeks, thru Charles A. Weeks Co., N. Y.
Philadelphia & Reading Coal & Iron Co., Philadelphia, 2 *sa* weekly, 26 weeks, thru McKee & Albright, Philadelphia.
Penick & Ford, New York (My-T-Fine), 5 *sa* weekly, 13 weeks, thru BBDO, N. Y.

KECA, Los Angeles

Benson Shops Inc., Los Angeles (chain women's apparel), 13 *t*, thru Glasser-Gailey & Co., Los Angeles.

WHCU, Ithaca, N. Y.

Allis-Chalmers Tractor Division, Milwaukee (farm machinery), 5 *sp* weekly, thru Bert S. Gittins Adv., Milwaukee.
Solvay Sales Corp., New York, 5 *sp* weekly thru Atherton & Currier, N. Y.
Portland Cement Assn., Chicago, 5 *sp* weekly, thru Roche, Williams & Cunnygham, Chicago.
International Harvester Co., Chicago, 6 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
William Wise & Sons, New York (*Modern Home Physician*), *ta*, thru Huber Hoge & Sons, N. Y.
Widmer's Wine Cellars, Naples, N. Y., 6 *ta* weekly, thru Baldwin & Strachan, Buffalo.
New York Telephone Co., New York, 29 *sa* weekly, thru BBDO, N. Y.

CKWS, Kingston, Ont.

National Drug & Chemical Co. of Canada, Toronto (gin pills), 65 *ta*, thru A. McKim Ltd., Toronto.
Canadian National Carbon Co., Toronto (batteries), 60 *t*, thru Locke, Johnson & Co., Toronto.
Carnation Co., Toronto (condensed milk), 36 *t*, thru Baker Adv. Agency, Toronto.
British American Oil Co., Toronto (gasoline), 19 *sp*, thru J. Walter Thompson Co., Toronto.

CFRB, Toronto

Imperial Optical Co., Toronto, *sp* weekly, thru Vickers & Benson, Toronto.
Honey Dew Ltd., Toronto (chain restaurants) *sp* weekly, thru F. H. Hayhurst Co., Toronto.
Canadian Canners, Hamilton, Ont., (canned baby foods), 2 *sp* weekly, thru Russell T. Kelley Ltd., Hamilton.

WTOC, Savannah

Pinex Co., Fort Wayne, 2 *ta* daily, 18 weeks, thru Russel M. Seeds, Chicago.
Vicks Chemical Co., New York (Vaporub), 3 *sp* weekly, 26 weeks, thru Morse International, N. Y.
Vicks Chemical Co., New York (cough drops), 3 *sa* weekly, 20 weeks, thru Morse International, N. Y.

KYW, Philadelphia

Beaumont Labs., St. Louis (4-Way cold tablets), 5 *sp* weekly, thru H. W. Kastor & Sons, Chicago.
Studebaker Corp., South Bend, Ind. 5 *sp* weekly, thru Roche, Williams & Cunnyngham, Chicago.
Vick Chemical Co., New York 3 *sp* weekly, thru Morse International, N. Y.

WINX, Washington

American Chicle Co., Long Island City, N. Y., 554 *sa*, thru Badger & Browning, Boston.

KGNF, North Platte, Neb.

Paxton & Gallagher Co., Omaha (food), 6 *ne* weekly, 13 weeks, thru Buchanan-Thomas Adv. Co., Omaha.
Storz Brewing Co., Omaha, daily *sa*, 7 weeks, thru Buchanan-Thomas Adv. Co., Omaha.
Procter & Gamble Co., Cincinnati (Duz soap powder), 20 *ta*, thru Compton Adv., N. Y.
Morton Salt Co., Chicago (smoked salt), 30 *ta*, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.
Red Top Brewing Co., Cincinnati, 4 *ta* weekly, thru Joseph Adv. Agency, Cincinnati.
Miles Labs., Elkhart (Alka Seltzer), 4 *t* weekly, 1 year, thru Wade Adv. Agency, Chicago.
Dr. W. B. Caldwell Inc., Monticello, Ill. (laxative senna), daily *ta*, thru Sherman & Marquette, Chicago.
United Drug Co., New York (Rexall products), 14 *ta*, thru Street & Finney, N. Y.

WHK-WCLE, Cleveland

Quaker Oats Co., Chicago (Mother's oats), 12 *ta* weekly, 5 weeks, thru Ruthrauff & Ryan, Chicago.
Book League of America, New York, 6 *sp* weekly, thru Raymond Spector Co., N. Y.
Pinex Co., Fort Wayne (cough medicine), 220 *sa*, thru Russel M. Seeds, Chicago.
Sunway Vitamin Co., Chicago (vitamins), 2 *sp* weekly, thru Sorensen & Co., Chicago.
O'Sullivan Rubber Co., Winchester Va. (heels and soles), 6 *ta* weekly, 10 weeks, thru Bermingham, Castleman & Pierce, Inc., N. Y.
Family Circle Inc., Newark (*Family Circle* magazine), 4 *sa* weekly, 24 weeks, direct.
Block Drug Co., Jersey City (Dentu-Grip), 6 *sa* weekly, 1 year, thru J. Walter Thompson Co., N. Y.
Burma-Vita Co., Minneapolis (Burma-Shave), 7 *sa* weekly, 22 weeks, thru MacFarland, Aveyard & Co., Chicago.

KUOA, Siloam Springs, Ark.

Quaker Oats Co., Chicago (Ful-O-Pep feeds), 6 *ta* weekly, 26 weeks, thru Sherman & Marquette, Chicago.
Nutrena Mills, Kansas City (feeds), 6 *ne* weekly, thru Ferry-Hanly Co., Kansas City.
Nehi Corp., Columbus, Ga. (Royal Crown cola), 6 *ta* weekly, 1 year, direct.

WJAG, Norfolk, Neb.

McKesson & Robbins, New York (Bexel), 65 *sa*, thru J. D. Tarcher & Co., N. Y.
General Mills, Minneapolis (feed), 365 *sa*, thru Blackett-Sample-Hummert, Chicago.
Omar Inc., Omaha (flour), 260 *t*, thru MacFarland, Aveyard & Co., Chicago.

WJZ, New York

American Labor Party, New York (political), one *sp*, direct.
Newsreel Theatres, New York, 3 *sa* weekly, direct.
Atlantic Macaroni Co., L. I. City, N. Y. (pastes and soups), 5 *sa* weekly, thru Prudential Adv. Agency, New York.
Readers' Digest, Pleasantville, N. Y. 3 *sa* weekly, thru BBDO, N. Y.
New York Drafting Institute, New York, weekly *t*, thru Gunn-Mears Adv. Agency, N. Y.
Empire Gold & Diamond Buying Service, New York, 5 *sa* weekly, 52 weeks, thru Furman, Feiner & Co., N. Y.
F. & M. Schaefer Brewing Co., New York, 6 *sa* weekly, thru BBDO, N. Y.
Cooper Safety Razor Corp., Brooklyn, N. Y., 5 *sa* weekly, thru Heffelfinger Agency, N. Y.
Lever Bros. Co., Cambridge, Mass (Rinso), 10 *sa* weekly, *ta*, thru Ruthrauff & Ryan, N. Y.
Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 3 *t* weekly, thru Sherman K. Ellis & Co., Chicago.

KFAR, Fairbanks, Alaska

Kraft Cheese Co., Chicago, 26 *t*, thru Walter Thompson Co., Chicago.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), weekly shortwave, thru William Esty & Co., N. Y.
Bulova Watch Co., New York, 140 *sa*, thru Biow Co., N. Y.
Avoset Inc., San Francisco (Avoset Real Cream), 68 *sa*, thru Botsford, Constantine & Gardner, Los Angeles.
Woolrich Woolen Mills, Woolrich, Pa., 22 *sa*, thru Edward Cave Co., N. Y.
Seattle Fur Exchange, Seattle, 3 *ne* weekly, 1 year, thru Milne & Co., Seattle.
Fisher Flouring Mills Co., Seattle, 1 *ne* weekly, 1 year, thru Pacific Natl. Adv. Agency, Seattle.
Standard Oil Co. of Cal., San Francisco, 2 *sa* daily, 1 year, thru BBDO, N. Y.
Alaska Steamship Co., Seattle, 3 *ne* weekly, 1 year, thru Beaumont & Hohman, Seattle.
Pan American Airways System, New York, *sa* nightly, 1 year, direct.

WTNJ, Trenton

Fischer Baking Co., Newark, 18 *ta* weekly, 26 weeks, thru Scheck Adv. Agency, Newark.
Nehi Corp., Columbus, Ga. (Royal Crown Cola), 6 *t*, one year, direct.

Shows Visiting Canada

A GROWING number of American network shows are visiting Canadian cities, the latest having been the Wrigley *Ben Bernie Show*, which originated in Toronto Oct. 30 and Ottawa Oct. 31. Bernie and his troupe were taken through munition plants on their Toronto visit and told of Canada's war effort on the air. In Ottawa the *Bernie Show* joined the Saturday night Canadian Wrigley quiz program *Treasure Trail*, with proceeds from admissions going to the Ottawa squadrons of the Air Cadet League of Canada, a teen-age organization for training future airmen.

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. Adv.

NBC AFFILIATES

The Z net for a sure catch.

New York-Chicago Reps.—The Walker Co. Adv.

Radio Advertisers

NEW CONTRACTS for transcribed series produced by NBC's Radio-Recording Division include: *Betty & Bob*, by KRLD, Dallas, for Skillern's Drug Stores, thru Grant Adv. Agency. *Flying for Freedom*, by KYW, Philadelphia, for Jacob Reed Stores; WESX, Salem, Mass., for National House Furnishing Co.; WJAC, Johnstown, Pa., sustaining; WAPI, Birmingham, Birmingham Electric Co.; WTMA, Charleston, S. C., Emily of Charleston (ladies apparel), *Time Out With Ted Steele* and *Time Out With Allen Prescott* by WNEW, New York, KDKA and WCAE, Pittsburgh, and WBEN, Buffalo, for National Biscuit Co., thru McCann-Erickson.

SEVEN national accounts are presenting a five-weekly 50-minute variety program, 7-7:50 a.m., on WHCU, Ithaca, N. Y. The show, *Musical Reveille*, contains a newscast, impersonations and musical varieties. Sponsors are Allis-Chalmers Mfg. Co., *American Agriculturist*; Cooperative Grange League Federation Exchange, F. E. Myers & Bros. Co., Park & Pollard Co., Portland Cement Assn., Solvay Sales Corp.

ST. LOUIS Union Trust Co. has renewed a 52-week contract for five-minute news spot on KMOX, St. Louis, Sundays, 1:55 p.m. New series is titled *Here's What Happened* and reviews events of 25 years ago and their relationship to current events. Francis P. Douglas news editor of KMOX, is scriptwriter.

F. & J. GALLO WINERY, Modesto, Cal. (wines) on Oct. 29 started sponsoring for 13 weeks the half-hour comedy show, *Anything For a Laugh*, on KHJ, Hollywood, Thursday, 7:30-8 p.m. (PWT). Designed as a showcase for undiscovered comics, talent for the weekly programs will be selected by auditions. Gary Breckner is m.c., with Ted Dahl and Gay Stevens, producers assigned by Charles H. Maynes Co., Los Angeles agency servicing the account.

40-FATHOM FISH Inc., Boston, has started transcribed sea chanties on a number of Ontario and Quebec stations. Account was placed by Alley & Richards Co., Boston.

LIBBY McNEILL & LIBBY of Canada, Chatham, Ont. (tomato juice) has started *Pierre & Pierrette*, quarter-hour live musical show on CKAC, Montreal, and transcribed on CHRC, Quebec, four times weekly. Account was placed by McConnell Eastman Co., Toronto.

GREAT WEST DISTRIBUTORS, Calgary (gas and oil products) has started *This Week*, quarter-hour program of war news twice weekly on CFCN, Calgary, and CFRN, Edmonton. Account was placed by Stewart-McIntosh Ltd., Calgary, Alta.

The
CLEVELAND ORCHESTRA
Broadcasts
A NEW SERIES OF WORLD-WIDE RADIO CONCERTS
SATURDAYS 5 TO 6 P.M. E.W.T.
Over the Columbia Broadcasting System and Short-Wave Around the World
Sponsored by Radio Station W-G-A-R Cleveland

Boyle, Anacin Planning Network and Spot Series

A. S. BOYLE Co., Jersey City, is planning to use both network and spot radio as part of its campaign now in magazines and newspapers for Old English scratch removing polish, following tests for the product in New England earlier this year. Plans are not yet settled, according to Blackett-Sample-Hummert, New York, agency in charge.

The same agency is also understood to be lining up a campaign to promote Benefax, a new vitamin in capsule form manufactured by Anacin Co., Jersey City. Promotion will probably consist of special announcements on the company's current network programs, heard on NBC, CBS and Mutual.

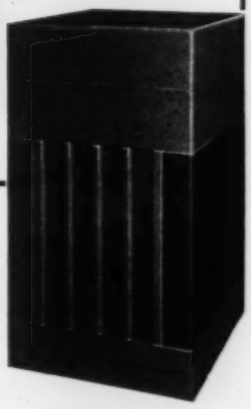
HUBBARD GROCERY Co., Charleston, W. Va., distributors of Moon Rose Products, has signed with WCHS, Charleston, for two 15-minute programs daily, six days a week. Both programs are news shows, tied up with special promotions including dealer letters, special displays and newspaper ads.

PHILCO Corp. of Canada, Toronto (radio sets) has started *Our Secret Weapon*, CBS network show, as a delayed broadcast weekly on CFRB, Toronto, and CKAC, Montreal. Account was placed by Hutchins Adv. Co. of Canada, Toronto.

STEVENS CHEMICAL PRODucts Co., Brampton, Ont., (Eskimo-Kloth) has started a spot announcement campaign on a number of Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.

COVERING Portland and Maine's major markets . . . a consumer market which has mushroomed in size and is steadily growing . . . where DOLLARS are being spent.
5000 WATTS—560 KC
CBS
National Representatives
PAUL H. RAYMER CO.
In Maine they tune in
WGAN PORTLAND

HOW PRESTO RECORDERS ARE USED IN WARTIME



THIS one was made for the USO. Service men in fifty USO Clubhouses record messages to be sent home to their families and friends . . . also record local radio shows to be broadcast over the camp-wide "Star Spangled Networks."

Presto recordings are heard daily throughout the world via short wave rebroadcasts to various time zones spreading news, bringing entertainment from home to troops in far-off countries, combating enemy propaganda.

War material manufacturers make Presto records of lectures for training new employees, sound only or sound for slide films. They record machine noises which indicate faulty assembly or adjustment of equipment, give new inspectors the equivalent of a year's working experience in a few weeks.

Busy war industries use the Presto to record conferences, messages and reports. Recording saves time, improves accuracy. The records can be filed like letters, transcribed when necessary.

Perhaps you need a Presto recorder in your business. Phone or wire your nearest Presto Sales Engineer. Let him plan a recording installation for you.

PRESTO SALES ENGINEERS

R. A. Adams, Detroit, Mich., Univ. 1-0180
Albert Batis, Phila., Pa., Penny 0542
Leroy W. Beier, Chicago, Illinois, Har. 4240
Carl L. Johnson, C. E. Terry, Kansas City, Mo., Vic. 4631
Walter P. Downs, Montreal, P. Q., Mar. 6368
Toronto, Ont., Hudson 0333
George S. Driscoll, Rochester, N. Y., Cu. 5548
Henry M. Lane, Boston, Mass., Bel. 4510
L. D. Marsh, Seattle, Wash., Sen. 2560
R. C. Mulnix, Denver, Colo., Ch. 4277
Norman B. Neely, Hollywood, Calif., Hil. 9133
San Francisco, Calif.—Su. 8854
Ernest P. Scott, Cleveland, Ohio, Me. 1565
J. Earl Smith, Dallas, Texas, Dallas 37093
Morris P. Taylor, Washington, D. C., Shep. 4003
E. H. VanKrevelen, Minneapolis, Minn., Atlantic 4216

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Merchandising & Promotion

Station's $15,000 Program—Restaurants' SOS—Ears of Corn—Better Rat Trap

NEARLY $15,000 was invested by WNEW, New York, in an elaborate broadcasting and promotion setup for a special program, *We Refuse to Die*, aired on Oct. 25 on that station and the seven other outlets of the Atlantic Coast Network. Prominent figures in the entertainment world took part in the broadcast, a dramatization based on a Paramount short portraying the Nazi massacre in the town of Lidice, Czechoslovakia. Presentation included a two-way hookup with London, via BBC. Transcriptions were subsequently made available to shortwave transmitters for rebroadcast throughout the world. To insure a wide listening audience for the public service feature, WNEW placed full-page ads in two New York newspapers.

* * *

Merry Christmas, Caledonia!

BEST CHRISTMAS gift some boys in New Caledonia will receive this year will be a joint present, a Christmas greeting in transcription from friends and relatives in Fargo, N. D., made in the studios of WDAY, that city, under the direction of Howard Nelson, the station's public service director. Christmas messages by clergymen, hymns, songs, a comedy sketch, newscast and personal messages completed the greeting. Moving pictures of the group will be sent with the transcription in time for Christmas.

* * *

Restaurants' SOS

DIFFICULTIES and handicaps under which restaurants operate are covered in a six-weekly five-minute morning feature, *News of the Home Front*, on KOB, Albuquerque. Program is fed by releases from the Denver office of OWI, and has been successfully used to obtain experienced waitresses and other help. Only copy used is a tie-in announcement in the body of the broadcast, which usually refers to OPA regulations or explains the restaurant's methods of overcoming wartime restrictions on supplies and service.

Quilt for MacArthur

A CHRISTMAS GIFT project launched by Martha Deane, women's commentator of WOR, New York, will bring General and Mrs. MacArthur a handmade patchwork quilt, besides prompting War Stamp purchases for the Treasury. Made and donated by an anonymous woman, the quilt was placed on display in several local department stores last week. Each purchaser of a dollar's worth of stamps added his signature to an autograph book, which accompanied the gift, mailed to the General and his wife Oct. 30, to comply with overseas postal regulations. Radio listeners unable to attend the exhibit, sent their stamp orders and signatures by mail.

* * *

To Come

IN CONJUNCTION with the start Oct. 28 on CBS of *Easy Aces*, sponsored by Anacin Co., and *Mr. Keen, Tracer of Lost Persons*, by Kolynos Co., CBS has sent sales promotion department of its affiliated stations a large red brochure containing suggested announcements, ads, pictures and publicity to promote the programs. Titled "14,976 Additional Quarter-hours to Come", the folder was prepared by T. J. Connolly, director of the program promotion division of the CBS sales promotion department.

* * *

Trapping Business

WIBW, Topeka, is distributing a very business-like rat trap, attached to a cardboard on which is printed a sales talk for war bonds and the necessity of maintaining sales. Theme is: Hire WIBW to help you "trap" business and "trap" the Axis "rats", the four most famous of which are well depicted in a cartoon.

* * *

Yanks Thanks

CBS has distributed a tobacco-colored envelope promoting *Thanks to the Yanks*, with Bob Hawk as m.c., which started Oct. 31 for R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels). Contains history of the company's advertising and suggested promotion ideas for local stations. Instead of 3, 5 or 10 cartons of Camels, as originally announced, contestants can try for a 5, 10 or 15-carton question.

AS A LOCAL promotion "vehicle" for *Burns & Allen*, sponsored on CBS by Lever Bros., Cambridge, Mass., WCSC, Charleston, S. C., decked up an old baby carriage with large swans, got a live white duck to go along. The duck, named Herman, accompanied by Hasell Collins, perambulator-pusher, rode around the shopping district the opening day of broadcast, with Collins megaphoning news of the program to shoppers.

Farm Market

EARS OF CORN were mailed to prospective clients by the Minnesota Radio Network, composed of KYSM, Mankato; KROC, Rochester, and KFAM, St. Cloud. Tag attached lists the BLUE programs on the three stations and describes Minnesota's $517,000 farm market, with a slogan "Ears to You".

Propaganda Series

IN COOPERATION with the Coordinator of Inter-American Affairs, NBC's international division, on Oct. 23 started a weekly quarter-hour series on its shortwave stations WRCA and WNBI, and the Westinghouse station WBOS, with the aim of debunking Axis propaganda for South American listeners. Speaking in Spanish, Rafael Carvaja, Latin American actor-writer, ridicules the Axis in much the same manner as the well-known "Lord Haw-Haw", who speaks from Germany. Title of the series is *Baros Eje*, the latter word in Spanish meaning "Axis".

FERNANDO ORTIZ-ECHAGUE, United States correspondent for *La Nacion*, Buenos Aires newspaper, has inaugurated a series of twice-weekly news commentaries in Spanish over the shortwave facilities of NBC. Originating in Washington, the talks are shortwaved direct to Radio Splendid network in Argentina at 7 p.m. and repeated an hour later over WRCA and WNBI, NBC stations, and over the NBC Pan-American network.

Morning Listeners in PEORIAREA

MORNING	
WMBD	55.3%
Station "A"	19.3%
Station "B"	8.2%
Station "C"	6.6%
Station "D"	5.3%
All Others	5.3%

Afternoon Listeners in PEORIAREA

NOON	
WMBD	50.3%
Station "A"	20.7%
Station "B"	10.8%
Station "C"	8.4%
Station "D"	5.9%
All Others	3.9%

Evening Listeners in PEORIAREA

NIGHT	
WMBD	39.1%
Station "A"	29.5%
Station "B"	12.5%
Station "C"	10.2%
Station "D"	8.2%
All Others	0.5%

Impressive PERFORMANCE

WMBD is undisputed leader in community interest and civic progress in Peoriarea. That's why radio listeners look to WMBD for the finest entertainment—why both local and national advertisers look to WMBD to carry the sales load.

Morning, Noon and Night . . .

C. C. Chappelle surveys show the enviable position WMBD holds in the Peoriarea—see charts at left. They'll guide you, too, in budgeting advertising to sell Peoriarea.

WMBD
THE HEART OF ILLINOIS
PEORIA · ILLINOIS

Write for full information telling how folks listen and buy through WMBD.

FREE & PETERS, Inc.
Exclusive National Representative

WMBD is a member of CBS network

A BILLION-DOLLAR MARKET SURVEYED

—vital facts disclosed

Iowa farmers this year will reap their biggest harvest in years. Do you know how *best* to reach them via radio? The new "Summers-Whan" Iowa radio audience survey gives the *whole* story—station, time and program preferences, listening trends—all the facts you need to sell this rich market. The fifth of a continuing survey, the best of them all!

Write for your copy—it's free!

WHO

Address Dept. SW

Des Moines
50,000 watts

Here's why WBIG gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

Compromise Formula Offered By Director of Music School

Dr. Hanson, Eastman Director, Proposes Scheme Similar to AFM-Industry 1937 Agreement

DR. HOWARD HANSON, director of the Eastman School of Music, whose students have been banned from the air because of an AFM ruling against broadcasts by non-professional musicians [BROADCASTING, Sept. 21], last week proposed a compromise solution to the controversy over the union's ban of student broadcasts and of the use of recordings on the air.

His compromise, which he states should be acceptable both to the radio stations and to the musicians union," is that "every station broadcasting commercially should be asked to employ a group of professional musicians, the size of that group to be commensurate with the power and relative importance of the station.

Recordings Vital

"Those stations which include in their annual budget a reasonable expenditure for the employment of professional musicians," he continues, "should be allowed to broadcast student organizations or recordings at will, so long as these student organizations and recordings are not used as an excuse for the withholding of legitimate employment from professional musicians. The same procedure could apply equally well to chain broadcasting."

Dr. Hanson states that "the contribution of recordings to the musical understanding of the public has been enormous. It is difficult to see how education in music could possibly proceed without their continued use. A small station located far from a musical center will obviously not be able to broadcast symphonic music except through recordings."

He concludes his statement: "A compromise such as I have suggested would protect the professional musician without at the same time sacrificing any of the educational advantages which have been gained in the past by broadcasts which are now in dispute.

"The details of such an agreement would, of course, need to be the subject of careful consideration, but I submit the principle both to the musicians union and to the NAB in the belief that under some such arrangement this controversy can be settled without harm to the musician, the broadcaster, or to that forgotten man—the American public."

The 1937 Plan

A spokesman at NAB's New York offices said it had not heard from Dr. Hanson directly and that therefore no answer to his proposal was being considered at this time.

Dr. Hanson's method of solving the AFM's unemployment problem is essentially that which was adopted by the broadcasting industry in 1937, when industry representatives were summoned by the AFM and asked to increase their employment of musicians.

After extended negotiations between committees representing the network affiliate stations and the non-network broadcasters and AFM officials, agreements were worked out in which the broadcasters pledged themselves to increase their expenditures for union musicians by 5.5% and the union agreed not to interfere with the broadcasting by complying stations of network programs, transcriptions and phonograph records.

This national agreement, which ran for two years, was made a part of the individual contracts signed by stations with the AFM locals in their cities. At the time of its expiration the Dept. of Justice informed broadcasters that any attempt to extend the plan would be considered as trying to force excess employment of musicians upon stations which might not require the services of these extra men and so a violation of the anti-trust laws.

The Major Difference

At the urging of their committees, most broadcasters agreed to comply with the terms of the old national plan in negotiating new local contracts.

There is at least one major difference, however, between the situations in 1937 and 1939 and that of today. On both of the previous occasions the AFM presented demands for increased employment directly to the broadcasters. Today, no demands have been made of the broadcasters. In fact, the AFM has made no demands at all. It has merely informed the makers of records and transcriptions that the services of AFM members are no longer available to them and it has enforced that prohibition.

B & W's New Format

BROWN & WILLIAMSON Tobacco Corp., Louisville, has revised the format of *Plantation Party* on 67 NBC stations, 9:30-10 p.m. to include a weekly concluding seven-minute spot, titled *Pipe Dreams*, featuring Mary Ann Mercer, vocalist, advertising Sir Walter Raleigh Smoking Tobacco. The remaining 23 minutes of *Plantation Party* will advertise Kool Cigarettes instead of Bugler Tobacco, and cast will include Whitey Ford, the Doring Sisters, Michael Stewart and Louise Massey and the Westerners. *People Are Funny*, in the half-hour period following at 10-10:30 p.m. will continue to be heard for B & W Wings cigarettes. Russel M. Seeds Co., Chicago, is agency.

GALE ROBBINS, vocalist on the Ben Bernie program sponsored by Wm. Wrigley Jr. Co., Chicago on CBS Monday through Friday at 5:45-6 p.m., has signed a contract with 20th Century-Fox.

Army Given Authority Over Puerto Rican Radio

CONTROL of non-military stations and facilities for radio and wire communications in Puerto Rico has been vested in the War Dept. by Board of War Communications Order No. 23, paralleling a similar provision issued last summer for Alaska.

Under the order, issued Oct. 22, Puerto Rican stations are subject to use, control, supervision, inspection or closure by the Army whenever it is deemed necessary for the national security and successful conduct of the war. At present, it is believed that the order will be merely a grant of power, and that the status of the stations will remain unchanged.

The six Puerto Rican broadcasting outlets effected are: WPBA, Mayaguez; WPAB and WPRB, Ponce; WIAC, WKAQ and WNEL, San Juan.

Bannerman on Tour

GLEN BANNERMAN, president and general manager of the Canadian Association of Broadcasters, Toronto, is on an extended tour of Eastern Canadian stations to discuss wartime operation problems with station managements. Before returning to Toronto about mid-November he will call on all stations in the three Maritime provinces and Quebec.

The TEXAS RANGERS
Transcribed Library is on
WTRY
Troy, New York
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

GLOOM DODGERS
LIVE TALENT
3 to 5 P.M. MONDAY thru SATURDAY

An impulsive, star-studded, live talent radio show is changing New York's afternoon listening pattern. Gloom Dodgers skillfully blends the two most popular program materials . . . *variety* and *news* . . . into a big show, keyed for the front ranks of radio and aimed at big sales results.

This is the program of comedy, music, sports and news that "inherits" the vast audience from the Brooklyn Dodgers baseball series, and builds from there.

Our Sales Representatives will show you how a fifteen minute participation in Gloom Dodgers assures an unusually profitable advertising campaign.

America's most powerful independent station
WHN
50,000 Watts · 1050 Clear Channel
NEW YORK
Chicago Office: 360 North Michigan

Rolls No More

EUGENIA CLAIR FLATTO, Hollywood radio commentator and socialite, has tossed her $20,000 Rolls Royce roadster on the nation's scrap metal pile. Salvage officials blinked when Mrs. Flatto handed over the flashy, silver car and announced her purpose, but they were willing if she was, and promised it would be reduced to scrap. Bought in 1934, it has been driven only 55,000 miles. The tires were donated to an Army canteen service.

Boston Rep.: BERTHA BANNAN

Outler on New Revenue Sources

(*Continued from page 9*)

Frank Pellegrin began to do his stuff at NAB and Gene Carr took over the chairmanship of the sales manager's committee.

And Then, Action

So this pair began to do something about it. Nosing around for a good objective, they focused both eyes on department store advertising expenditures. Here was a classification spending upwards of $250,000,000 a year, with less than 3% going into radio. They gathered the salesmanager's committee together and we started a little offensive on our own hook. And I'm frank to admit that our first few brushes with the quarry were far from encouraging.

But they showed us that there was blood on the moon. We got ourselves invited to sit as a panel of experts at a meeting of the NRDGA in New York. Those department store men were really interested, and critical. They fired the questions and we gave the answers.

We didn't sell anybody anything, and, to be honest, we came off second best in the skirmish. But as a result of this meeting, the interest of these advertisers in radio as a medium, and a little work in the promotion department of the NRDGA, they sent out a questionnaire to their members asking for information on the varied and various use of the medium and how it was regarded. We learned quite a lot from a digest of those answers.

Then came Cleveland, and you all know what happened there. Several charming and capable gentlemen from the retail field spit in our eye and gave us a challenge. The situation was summed up by some of them when he said, in plain words, that the reason why more radio was not used by retailers was due to the fact that the department stores were too damn dumb to buy it and the radio stations were too damn dumb to sell it.

Some of our boys were entirely willing to admit the first part of the premise, but they took umbrage at being called dumb. In my book, there still remains something to the indictment as long as we let publications walk away with a 97% split of $250,000,000—and I don't care what the reason is.

Preliminary Study

The upshot of all that stew was progress. The salesmanager's committee went before the NAB board with a tentative plan. The board granted permission to explore the plan and appointed a committee, headed by Paul Morency, a member of the board, to explore the plan, develop it and report back. That has been done, and the work has been the most pleasant I've engaged in—because there was definite promise at the end of the rainbow.

We explored the possibility of working with and through one of several trade associations in the retail world, and discarded the idea on the simple basis that here was something radio could and should do for itself, and on its own hook. We studied the NRDGA questionnaires and got a pretty fair slant on the other fellow's thinking. And we were more convinced than before that we had an opportunity. So we called in an expert in advertising and retailing, and we think we got the best in America. He is Sheldon R. Coons, general business counsel, of New York, who serves several of the country's leading advertisers in that capacity. . . .

Lincoln (Neb.) Journal-Star

Now this planning was started in June of this year and you have only to check back in your own mind to realize the changes, the complexities and the increased difficulties which have confronted you since the beginning of the summer. We had the same problems, multiplied. One plan after another was considered and discarded because of insurmountable obstacles.

But we held to the original thesis in the matter—we had to have something which would serve both to educate the retailer in the proper use of radio and to inform the radio salesman in the proper manner of selling and servicing the account.

Clinic Plan

We are ready to proceed with the development of a package presentation, which will include all the mechanical material needed to stage the presentation in any city in the United States which wants to sponsor the effort. We estimate that the presentation of this clinic will require about four hours, to be handled at a luncheon under the sponsorship of a local committee of broadcasters *and* merchants, presided over by a local master of ceremonies and followed by a clinical discussion of the material that has been shown.

It is anticipated that every retailer or merchant present will be there as the guest of some broadcaster; and we anticipate no great difficulty in achieving this. Our investigations show that the average retailer in the United States is just as anxious to obtain information which will enable him to shape the future of his business as you are to get a slice of his advertising appropriation. And if you are inclined to disagree with that statement, go back home and interview the toughest prospect in your town and see what he says.

As I said, this will be a package presentation, involving a sound and slide film discussion of the

★ In WAR ★

Dayton's diversified industries . . . the vast farmlands that comprise the Dayton market . . . these are now tools of war, manned by a greatly increased population.

and PEACE

This same diversity of industry, business and agriculture, will make Dayton one of America's most substantial markets when peace has come.

Today, in war . . . and tomorrow, in peace . . . you may rely on this significant sales fact:

WHIO IS THE DAYTON MARKET!

★BASIC CBS—5000 WATTS *G. P. Hollingbery Co., Representatives* ★

position of the retailer—and particularly the department store—in the present emergency, and how radio can be used to meet some of the problems. This is to be completed with charts and a planned pictorial development of the retailer's problems. . . .

Just the Facts

Now, the answer to every single retail-radio question is of vital interest to the retail advertiser with money to spend—and they should be equally informative to the radio time salesman or station manager who can use the extra revenue the retailer has to spend. I think the whole presentation idea is best summed up in the opening preface suggested for use as the plan is opened. It is naturally addressed to the retailer who is to be present as the guest of the broadcaster:

"We are going to tell you something about radio and the retailer. In doing this we do not want to bore you by telling you things you already know about your own business, nor will we try to sweep you off your feet with glowing statistics of the power and success of radio in other fields. What we shall give you are facts; facts about the retail business against the background of a changing world, and the forces which here and in other countries are having a vital and often a fatal influence on current retail practices.

"We shall also give you facts about radio—some of which you may have heard before—others entirely new, derived from a nation-wide survey made among your own group to discover how retailers are now using radio most successfully.

"We will also analyze the way in which men, not in your business, have successfully used radio, to see what there is in the manner of this use that might be significant to the retailer and particularly to the department store.

"We shall tell you how radio time should be bought, how you should measure your radio audience, how to insure your investment in radio, and we shall try to show you something about how good radio advertising of the future may be written.

"In presenting this story to you we have tried throughout to stay entirely within the realm of verifiable fact. When we give you opinions they will be backed by the highest authorities, or be made significant by the unquestionable power of the forces they represent.

"It is our hope that with this presentation we may show you how radio can be used successfully to meet the urgent problems of today, and of days soon to come. If we do not convince you, we hope at least to throw genuine light on the role which we feel radio is destined to play in the world of retail distribution and consumption . . ."

SYRACUSE SOCIAL WORK PLAN

Local Agencies Unite to Use Radio More Effectively Through Clearing House

WHY not get together and clear your own radio programs before asking for time? That was the substance of advice offered a social agency representative by a Syracuse, N. Y., radio executive, according to an article in "Channels," New York social work publication. And the challenge resulted in the organization of the Radio Clearing House of the Syracuse Publicity Council.

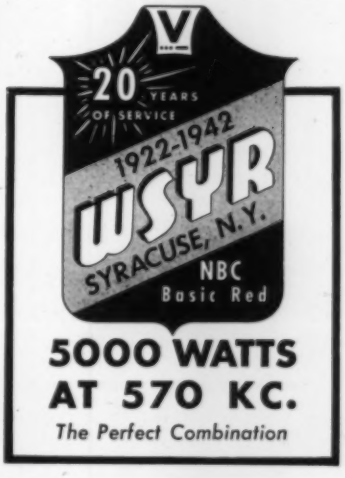
The first step was naming four social agency representatives, one to collaborate with each of the stations in the city. At first there were some problems but the program has worked to the mutual benefit of the stations and the social agencies alike.

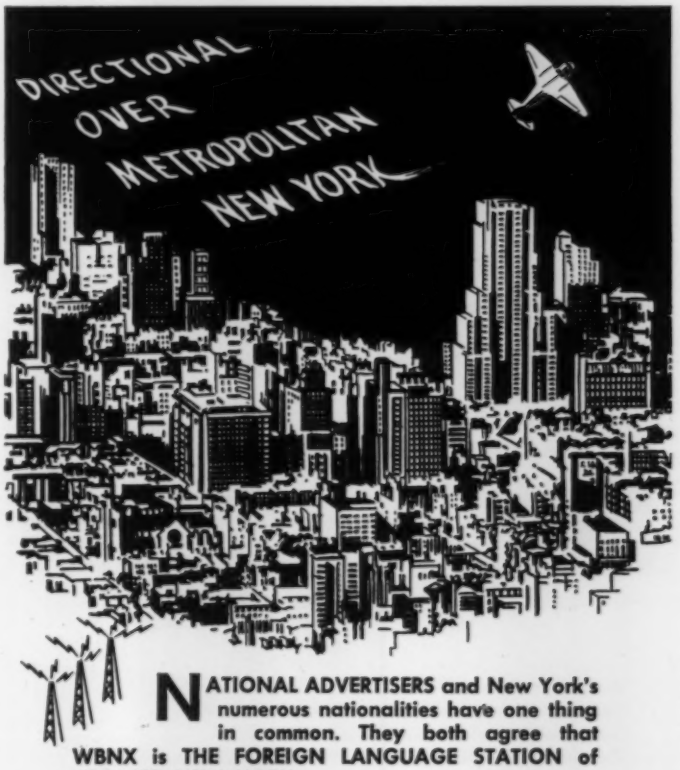
Now it works as follows: An agency calls the central publicity council two weeks before the time is desired and a meeting is scheduled between the publicity representative of the interested agency and the central group. Next each of the four station liaison people contacts one station to determine possibilities. Then the type of program, length and station is determined and the participating agency is informed. The responsibility of preparation rests with the participating agency's publicity representative, servicing the station with spots and all needed material. Scripts must be in the hands of the clearing house members at least six days before the broadcast, and then the program becomes a reality.

As a result of this plan, fewer agencies have been found to ask for time, planning is more careful and material is prepared for the widest possible audience. The plan has produced a closer relationship between stations and social agencies too, for OWI and network social work material is submitted to the clearing house for editing.

INDEPENDENT Citizens' Committee for the Eelection of John J. Bennett Jr., candidate for New York Governor, has purchased a quarter-hour on six CBS stations in New York State Nov. 2. The one-time broadcast will be aired at 10:45 p.m. Agency is Leighton & Nelson, Echenectady.

NOT JUST A SHOW!
. . . but a Complete Radio Merchandising Program Featuring Quarter Hour
GOSPEL SONG TRANSCRIPTIONS
with plenty of time for opening, closing, and superimposed commercials.
Give-Away Feature for MAIL PULL
Local and National PUBLICITY
PERSONAL APPEARANCES
HOMER RODEHEAVER
SOLOISTS . . . QUARTETTE . . . CHORUS
Local Newspaper ADVERTISING
WRITE for details and audition disks to
RODEHEAVER-BENNETT RADIO PRODUCTIONS
1904 Daily News Bldg. Chicago, Ill.
Homer Rodeheaver AND HIS GOSPEL SINGERS





NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

FOR OFFENSE FOR DEFENSE *Buy U.S. Bonds Today!*

DON'T PLACE AN "X" ON BALLOT (Ky.)!

Far be it from us to try to influence your vote—but we think you ought to know that Ballot (Ky.) is sort of weak on its buying platform. WAVE's candidate is the Louisville Trading Area, which offers 35.5% *more* purchasing power than the rest of Kentucky *combined!* . . . And WAVE reaches every radio home in the Area—gets listeners because it's the only NBC station within 100 miles! How's for climbing on the bandwagon now?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C.

FREE & PETERS, INC.
National Representatives

THE STRAIGHT LINE TO *Profit*...

The Greatest Buy

WNBC

HARTFORD

5000 WATTS

DAY and NIGHT

COVERAGE That Hits Into Widespread Industrial & Rural Markets

LISTENERS With Money to Spend

at LOW COST!

BASIC BLUE

NATIONAL REPRESENTATIVES

HEADLEY REED CO

NEW YORK-CHICAGO
ATLANTA-DETROIT

Strike Averted

(*Continued on page 42*)

pated before Senators at home for the elections have had time to return to Washington and until the usual fortnight elapses for Government study of the Clark legislation.

Finney Sees Wheeler

Senator Wheeler met last Tuesday with C. M. Finney, president of Associated Music Publishers and Muzak. Mr. Finney reported that he had attempted to give the Senator a picture of the effects of the AFM ban on recordings on his organization, which is to be assumed to be similar to other independent organizations which supply transcriptions to broadcasters but which have no affiliations with stations or networks. He expressed the desire of his organization to work out a solution which would permit the resumption of making musical transcriptions, he said, and to do whatever can be done legally to bring about such a solution.

In his conversation, Mr. Finney said, he pointed out that no specific demands have been received from the AFM and that it is hard for any one to solve a problem when he has not been given the conditions on which that solution must be based.

ASCAP Appreciation

IN A LETTER to Niles Trammell, president of NBC, and Arturo Toscanini, noted conductor-composer, Deems Taylor, president of ASCAP, has expressed the Society's gratification for the recognition given American composers at the opening Nov. 1 of the concerts broadcast on NBC by the NBC Symphony Orchestra. In addition to scheduling an all-American program, Maestro Toscanini conducted the Symphony's playing of George Gershwin's "Rhapsody in Blue."

Dr. Eddy's Discovery

DR. WALTER H. EDDY, president of the American Institute of Food Products, sponsor of the cooperative *Food Forum* on WOR, New York, is co-discoverer of an inexpensive chemical compound which will destroy any offensive odor.

Broadcasters!

LET YOUR AUDIENCES HEAR AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day Is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

and

THE BALLAD WE COULDN'T HOLD BACK

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.

580 Fifth Ave. - New York City

MONITOR SETUP AIDS THE WAR

Two Million Words Taken Off the Air Per Day—And Boiled Down to 40,000

WITH American newsmen and diplomats barred from most of Europe and large areas of Asia by the war, the FCC's Foreign Broadcast Intelligence Service has been playing an increasingly important role as source of information for Government military and propaganda agencies.

Since it was started in March, 1941, the FBIS has been expanded until the staff now includes 450 monitors, writers, analysts, editors and translators. From four posts in the United States, London and Puerto Rico, the service records 2 million words daily and issues at noon a 40,000-word summary for the benefit of the OWI, the Office of Strategic Services and 11 other war agencies.

British Cooperation

Headed by Dr. Robert Leigh, formerly special advisor to the National Resources Planning Boards, the FBIS hears about two-thirds of enemy signals audible in the United States. By arrangement with BBC, it picks up a special report on India, and Egyptian affairs from BBC London headquarters and sends it by wireless to Washington.

A special wire links the listening posts and Washington headquarters, and a teletype system connects FBIS headquarters with major war agencies. A continuous 40,000-word stream summarizing and analyzing enemy and neutral broadcasts pours over this. Translators, 30 in number, handle programs in 45 languages.

Recent FBIS "exclusives" were first news of the British capture of Tananarive, capital of Madagascar; a "scoop" over the assassination of Heydrich, Gestapo chief of Czechoslovakia, and first complete text of an important speech by Japanese Admiral Shimada.

With its world divided into three geograpical areas for convenience, the FBIS gets Asiatic news from Portland, Ore., and San Francisco; Latin American from Kingsville, Tex., and African and European from Puerto Rico, London, and Silver Hill, Md.

At Later Hour

WARTIME regulations have caused a major studio audience participation program on WABC, New York, CBS key, to be recorded and rebroadcast at a later hour, 8:30 a.m. Housewives attend the six-weekly broadcast of *The Missus Goes A-Shopping*, quarter-hour quiz program, with food and household wares as prizes. Sponsoring the program on different days are R. C. Williams Co., New York (Royal Scarlet food products); B. Goodman & Son, New York (noodle products); Sheffield Farms, New York (Vitamin D. Homogenized Milk). Sponsors' products are exhibited on the stage.

Launched by Mrs. Gilman

MRS. DON E. GILMAN, whose husband, Don E. Gilman, is BLUE Western division vice-president, was the first wife of a radio executive to christen one of the California Shipyard's Liberty Ships when she performed this ceremony at launching Oct. 30 of the 10,500-ton *Samuel Nelson* at Terminal Island, Cal.

'Review' Air Column

A RADIO COLUMN has been started as a regular feature of the *Saturday Review of Literature*, weekly literary magazine of criticism. The first article, titled "Radio and the Writer", appeared in the Oct. 24 issue as the beginning of a series of "critical discussions of radio as a vehicle of public service, as a means of expression, and as an art." Writer of the weekly feature is Albert N. Williams, previously NBC writer and production manager, and radio director of the Council for Democracy, New York, who is currently associated with a Government war agency.

Jack Harris a Major

JACK HARRIS, former news and promotion chief of WSM, Nashville, who has been working as a civilian aide to Col. Edward M. Kirby, chief of the Army Public Relations radio branch, has been commissioned a major in the Army Specialist Corps. He continues on Col. Kirby's staff.

San Francisco Alert

SAN FRANCISCO stations went off the air Oct. 30 at 10:49 a.m. (PWT) when a blue air raid alert was sounded. The alert affected other Central California coastal points. All-clear signal came at 11:30 a.m.

THERE'S MORE FOR YOUR MONEY AT

CFNB

FREDERICTON—N.B.

1000 WATTS—BASIC C.B.C. OUTLET

WEED and CO.—U.S. Representatives

BOSTON

N.Y.

CFNB Signal strength increased 25%

Meeting With AFM Inevitable Some Industry Observers Feel

Tipoff to Possible Negotiations Found in the Suggestion AFM Demands Be Made Public

FAILURE of the Government court action against Petrillo and the AFM to secure any relief from the prohibition against recorded music has resulted in an increasingly wide feeling that sooner or later the makers of phonograph records and transcriptions, either alone or in the company of the broadcasters and the coin-operated phonograph people, will necessarily enter into negotiations with Petrillo and other AFM executives.

Best indication of this attitude comes from suggestions advanced recently that the demands of the AFM be brought out into the open for inspection by both the trade and the public.

Reviewing the history of the union's ban upon the making of musical recordings, it is pointed out that the AFM has not made any demands upon either the makers or users of recorded music as to wages or terms or conditions of employment of union musicians, nor has the union invited representatives of these industries to join in a conference to consider the problem which led the union to forbid its members from making any more records. Here's what did happen:

Early in June Petrillo told the AFM's national convention in Dallas that on Aug. 1 the union would stop work on recordings, amplifying that order with the statement that: "We will make records for home consumption, but we won't make them for juke boxes. We will make them for the armed forces of the United States and its allies, but not for commercial or sustaining radio programs."

Nothing to Consider

On June 25 he notified all makers of phonograph records and transcriptions their licenses would expire July 31 and would not be renewed. "From and after Aug. 1, 1942," the notice continued, "the members of the AFM will not play or contract for recordings, transcriptions or any mechanical reproductions of music."

He explained at a press conference that special permission to use musicians would be granted to companies guaranteeing to the union that the records would be restricted to home use only, adding that if these companies really wanted to they could find a way of legally enforcing such restrictions, despite court rulings to the contrary.

On frequent occasions, both before and after the ban on records became effective on Aug. 1, Petrillo has railed at the recording companies because they did not send representatives in to see him. But he has as yet presented no demands which they can legally consider. Petrillo has repeatedly stated that he has no quarrel with the broadcasters and that this dispute concerns only the makers of recordings, yet, as the NAB pointed out in its brief filed in the Chicago Federal Court prior to the hearing of the Government suit against Petrillo:

"It would appear that the purpose of the order preventing the making of recordings was to coerce the recording and transcription companies into entering into a conspiracy with the AFM whereby the use of recordings would be denied to those broadcasting stations which did not employ a number of musicians satisfactory to the AFM or, in the alternative, pay some satisfactory tribute to the AFM."

Wagner Mentioned

Whether this conclusion is correct or not only Petrillo and his union can say. Feeling that until this situation is clarified there is little that can be done toward effecting a solution, transcription industry spokesmen have suggested that some impartial public figure should be requested to approach Petrillo and ask him exactly what he desires of the recording companies that it is in their power to give. Senator Robert F. Wagner (D-N. Y.), a recognized friend of labor, has been suggested as a possible choice.

If this approach through a public figure is not feasible, transcription spokesmen stated that the broadcasting industry should go to Petrillo and ask on what basis the union would permit its members to resume work on recordings. The problem does not concern the recording companies alone, they pointed out, as if they are forced out of business by the unions ban the stations who are dependent on recordings will likewise be seriously affected. If the transcription companies, collectively or individually, attempt to make their own settlement with the union, the terms will also affect the stations they serve and they will be severely criticized for taking that action. In this situation, it was pointed out, the transcription companies are just one part of the broadcasting industry and the problem is too big to be solved by any part, but must eventually be met by concerted action by the entire industry.

SHE JUST DIVORCED HER HUSBAND BECAUSE HE WOULDN'T STAY HOME AND LISTEN TO
KXOK ST. LOUIS, MO.
630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

The Time to Buy in Central Pennsylvania

WSBA 900

THE "MID-POINT" ON YOUR DIAL

YORK, PENNSYLVANIA

National Representative: The Walker Co.

Centaur in Southeast

CENTAUR Co., Rahway, N. J., on Nov. 2 starts a campaign of one-minute spot announcements 10 times weekly on stations in 15 southeastern markets. Heard in the interests of Fletcher's Castoria, the campaign will continue through April 17, 1943. Agency is Young & Rubicam, New York.

McCarthy, Fibber McGee At Top in Hooper List

FIRST PLACE in the Oct. 30 Hooper "national" program ratings report goes to Charlie McCarthy with 30.0, while the Fibber McGee and Molly program is second, 27.9, and Walter Winchell third, 27.3. Others, in order, are the Aldrich Family, Bob Hope, Frank Morgan-Fanny Brice, Radio Theatre, Jack Benny, Bing Crosby, Rudy Vallee, Eddie Cantor, Screen Guild Players, Mr. District Attorney, Adventures of the Thin Man and Kate Smith. Red Skelton continues to top the list of programs measured by partial rather than full "national" coverage with a rating of 29.9.

The average evening rating reaches the mark of 10.5, up 0.6 from the Oct. 15 report. Losses of audience are shown by 36 programs, while 69 showed gains and five remained unchanged. The evening "sets-in-use" index for the week Oct. 15-21 stands at 30.4, up 2.1 from the Oct. 15 report.

Video Group to Meet

MEMBERS of the American Television Society interested in writing, acting, production and direction of television programs, will meet Nov. 5 at 8 p.m. in the office of Norman D. Waters, president, to discuss means for taking advantage of the offer of W2XWV, Du Mont television station in New York, to make use of its facilities for program experimentation. Kay Reynolds has been named chairman of a program experimentation committee of ATS and Fay Baker is in charge of talent.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WCPO CINCINNATI, OHIO

250 Watts 1230 Kc. Scripps-Howard Radio Inc.

MORT WATTERS, *General Manager*

'THE TALK OF THE AGENCIES' . . . that's WCPO . . . second (and sometimes first) ranking station in Cincinnati (see C. E. Hooper, Inc., Dec. thru April, 1942).

On the basis of cost per listening home, daytime, WCPO is the top station-buy in Cincinnati. Large audience and low cost have made it *the talk of the agencies.* When agencies and advertisers talk, they say it with spots—scan this partial list of leading national accounts using WCPO: *Procter & Gamble, General Mills, Grove Laboratories, Household Finance, Grennan Bakeries, Quaker Oats, Beeman's Gum, Beaumont Laboratories, Pepsodent, Burma Shave, Beech Nut, Chicago Sun, Fels Naphtha, Reid Murdoch, Pall Mall, Dr. Caldwell, Kellogg Company, Jelke, Stanback Company, Carter's Little Liver Pills, Socony Vacuum, Congress Cigars, Manhattan Soap, Saturday Evening Post, HRH-Absorbine, Phillips "66" Gas, Shell Gas.*

Radio Station WCPO is represented nationally by THE BRANHAM COMPANY.

FOR SPOTS THAT *SELL,* CALL A BRANHAM-MAN

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

In the Salt Lake Market this exclusive NBC outlet consistently gets the big tune in

KDYL

The POPULAR Station

JOHN BLAIR & COMPANY

UTAH'S ONLY NBC STATION

Agencies

DANIEL (Danny) DANKER, Southern California vice-president of J. Walter Thompson Co., has returned to Hollywood headquarters following three weeks in New York. John Reber, New York vice-president and radio director, accompanied by Willard Lachridge, Chicago vice-president and executive on Kraft Cheese Co. account, and Jack Platt, advertising manager of the latter firm, are in Hollywood for discussions on the weekly NBC *Kraft Music Hall*.

JACK MESSLER, executive of Lord & Thomas, Los Angeles, on the Lockheed and Vega Aircraft Corp. accounts, has returned to his West Coast headquarters after New York and Washington conferences on the CBS *Ceiling Unlimited* series starting Nov. 9 under sponsorship of the aircraft concerns.

FRAN ABRAHAM has been made office manager of Earle Ferris Assoc., Hollywood publicity service. She replaces Vivian Woods who resigned to join her husband Jack Woods at Fort MacArthur, Cal.

CHARLES FUERY, formerly booking agent for Keith-Albee Orpheum Corp., New York, is serving as radio director of Roy S. Durstine, New York, having joined the firm some time ago. Fuery was previously radio director of Moser & Cotins, New York, and has been artists representative and freelance producer.

MARVIN COHN has been granted a leave of absence as head of the copy department of Grey Adv., New York, to join the Army. He has been replaced by Karl Gauvert, an account executive.

Greater COVERAGE

LEHIGH VERTICAL RADIATORS

LEHIGH STRUCTURAL STEEL CO.

ACA Convenes Nov. 11

ASSN. of Canadian Advertisers will hold its 28th annual meeting at Toronto, Nov. 11-13. Wartime advertising topics feature the convention program. Among guests will be Dr. Miller McClintock of the Advertising Council, New York, who will speak on "The Power of Advertising in Waging Total War". Other speakers will discuss the forthcoming Canadian nutrition campaign and activities of the Canadian Wartime Price & Trade Board.

VIC GEORGE, president of Whitehall Broadcasting Ltd., Montreal, has been commissioned a major in the Canadian Army and will head a new unit to be known as *The Army Show* which will be recruited from the ranks of Canada's army, both men and women, and will tour Army camps for broadcasts. Later plans call for a theatrical circuit and sending units to Britain and other overseas points where Canadians are stationed.

EDWARD J. McCORMACK, formerly with Lord & Thomas, Chicago, and previously with Blackett-Sample-Hummert, Chicago, has joined the creative staff of Ruthrauff & Ryan, New York.

BERNARD J. PROCKTER, in charge of radio management and station relations for the Biow Co., left Oct. 25 for Denver, on a three-week tour of radio stations in behalf of Bulova watches. He is visiting stations in Texas and along the West Coast.

MacMARTIN ADV. AGENCY, Minneapolis, successor to Erwin, Wasey & Co., both of which occupied space in the Midland Bank Bldg, for a quarter-century, on Nov. 1 moved to the top floor of the Rand Tower.

ROBERT F. HOLMAN, research director of H. W. Kastor & Sons Adv. Co., Chicago, has joined the Army. Norvell Steinbruegge of the art department has joined the Army Air Forces.

LOIS FROST, formerly of the radio department of Benton & Bowles, New York and previously associated with WMCA, New York, joins WNEW, New York, this week as secretary and assistant to Bernice Judis, general manager. Miss Frost has served with Ward Wheelock Co., New York, and was at one time in the Chicago office of Edward Petry & Co., station representative.

DONALD H. LONG, for eight years on public relations staff of N. W. Ayer & Son, has resigned to join the public relations staff of Lewis & Gilman, Philadelphia. He has been assigned to the Edward G. Budd Mfg. Co. account.

UP News

with REX DAVIS THREE TIMES DAILY WCKY Cincinnati

RALPH SINCLAIR, for the last 12 years with Ruthrauff & Ryan, New York, where he has supervised the preparation of numerous campaigns, has been appointed copy director, succeeding Everett J. Grady, recently named executive vice-president. Sinclair was a partner in Mathesson Sinclair Agency prior to joining R & R.

DORIS DOWD, formerly continuity writer of the Kate Smith program on CBS for General Foods Corp., New York, joins Compton Adv., New York, this week, as copywriter.

F. B. RYAN Jr., vice-president and account executive of Ruthrauff & Ryan, New York, joined the Navy Oct. 27. No replacement has been named.

ALMA E. MARKS, in charge of program research in the radio department of N. W. Ayer & Son, New York, has been appointed assistant talent buyer of that agency, replacing Richard Dunn, now in the Army. Miss Marks will continue to assist Wallace Magill, producer of *The Telephone Hour*, NBC program sponsored by the Bell Telephone System, New York, an Ayer account.

NORMAN S. VAN MATRE, of the W. C. Jeffries Co., Los Angeles, has been commissioned a first lieutenant in the Army Medical Corps. His accounts have been taken over by Mr. Jeffries.

ANNA RECORDS, formerly associated with the late Theodore R. Creamer in the Los Angeles agency bearing his name, has joined Gerth-Pacific Adv., that city, as copywriter.

A. E. McELFRESH, New York, vice-president of Pedlar & Ryan, agency servicing the Lady Esther account, has returned to his headquarters after witnessing initial Hollywood broadcast of the CBS *Screen Guild Players*, which started Oct. 19 under sponsorship of the cosmetic firm.

Stern for Old Golds

P. LORILLARD Co., New York, has started sponsorship of thrice-weekly sports programs by Bill Stern, NBC sports director, on WEAF, New York. The broadcasts were launched Oct. 26, in the 6:30-7:45 p.m. period, Monday, Wednesday and Friday, with Tuesday and Thursday sustaining. Stern is sponsored on the full NBC network each Saturday by Colgate-Palmolive-Peet Co., Jersey City, N. J. in *Sports Newsreel of the Air*, aired in behalf of Shave Cream. Agency for Old Gold is J. Walter Thompson Co., New York.

AL DAVIS, formerly of the Chicago sales staff of Joseph Hershey McGillvra, station representatives, has joined O'Mara & Ormsbee, Chicago, newspaper representatives.

Serving Georgia's Richest Market WITHOUT WASTE!

WATL ATLANTA

MBS 250 W 1400 K C

Represented by SPOT SALES Inc

Pacific Advisory Board Named by Advertisers

TO AID OWI on public information problems, an advertising advisory board has been established on the West Coast according to OWI. The board will operate in California, Oregon, Washington, Nevada and Arizona.

Members of the board who are serving without compensation are: Robbins Milbank, manager, Young & Rubicam, San Francisco; Jack Smalley, manager, BBDO, Los Angeles, and chairman, Southern California chapter, AAAA; Ralph Calkins, Pacific Northwest manager, McCann-Erickson, Portland, and vice-chairman, Oregon chapter, AAAA; W. H. Horsley, president, Pacific National Adv. Agency, Seattle, and chairman, Washington chapter, AAAA, I. N. Shunn, president Advertising Counsellors Inc., Phoenix, and vice-president, District 5, PAA; Don Belding, vice-president and manager, Lord & Thomas, Los Angeles, representing the National Advertising Council; Larry Lane, publisher, *Sunset* Magazine, San Francisco, PAA president.

Keystone Disc Network Includes 202 Stations

KEYSTONE Broadcasting System, transcription network, organized less than two years ago with 66 affiliates, now includes, with the latest additions to its affiliate list, 202 stations. M. M. Sillerman, president, has announced the network affiliation of WGOV, Valdosta, Ga., KRLC, Lewiston, Ida.; WMFR, High Point, N. C.; WCRS, Greenwood, S. C.; KUJ, Walla Walla, Wash.

In a resume on the operations of the network, Mr. Sillerman reported to stations that Keystone, as part of its sustaining service, has provided stations with four hours of daily programming comprising tax-free musical transcriptions. In addition to its regular releases of commercial programs, its sustaining schedule and special war effort programs, which are tied in with the OWI allocation plan, KBS is also releasing on a "network" basis spot announcements to its affiliates, both live and transcribed.

WBBM Staff Changes

IN A SHUFFLING of traffic and production staff at WBBM, Chicago, William Seymour was appointed head of program traffic department, succeeding Ben Orloff, who was filling that position temporarily. Marion Reuter is now assistant traffic manager while Dick Faulkner takes over Mr. Seymour's post as night supervisor. Mr. Faulkner's position in production scheduling has been filled by George Clare.

GARRISON RAWLINGS BUB

MORE THAN a million words of commercial copy to his credit during his ten years in radio, Garry Bub has now stopped counting. Little wonder now that he is so busy as radio director of the Stewart-Jordan Co., Philadelphia advertising agency, handling radio for the Chamberlin Aircraft Corp., Philadelphia Flower Show, Lichtey's Jewelers, Land Title Bank and Trust Co. and a dozen other accounts. When he first joined the agency in 1940, at the invitation of his father, H. J. Bub, who has become president of Stewart-Jordan, radio was virtually a step-child. In his first year, he increased radio business 400%. As a reward he was elected vice-president of the agency in 1941.

A year before he was graduated from Haverford School in 1925, a private school in suburban Philadelphia, he broadcast over WFI, Philadelphia, Percy Mackaye's *Gettysburg*, which he repeated for several years around Memorial Day. Out of school, he joined the E. S. Edmondson Co., Philadelphia advertising agency, and in 1927, organized the Bub Advertising Agency, which was dissolved in 1929. He was responsible for one of the first commercial programs on WCAU, the *Penn Aviators*, in 1927 and 1928, and shortly thereafter originated one of the first rural radio programs in Philadelphia on WPEN, titled *Hank Little and his Littlevillians*.

To broaden his show experience he became manager of a Swarthmore Chautauqua play company, touring the New England states and the Maritime Provinces in Canada. After one season, he returned to Philadelphia in 1930, doing free-lance work for a short time and then became commercial manager of WPEN. He remained with the station as it developed into a full-time station in acquiring WRAX, WFAB (New York City) and WTNJ (Trenton, N. J.).

In 1935, he went to Harrisburg, Pa., where he organized an advertising agency with John R. Hood, now publisher of the *Harrisburg Telegraph*. Called, Associated Advertisers, Inc., he served as president of the agency until 1940, when he was called to the Stewart-Jordan Co.

Garry literally lives radio. Considering the fact that radio has never let him down, it is easy to understand why he is completely sold on the medium and its vast potentialities. Late in September, when he was called upon to stage the Victory Garden Harvest Show in Philadelphia, his entire promotion was based on radio. And at the moment, his major interest is in presenting *Sweet Land of Liberty* on WFIL, a patriotic show for the Land Title Bank and Trust Co. Ever concerned about the dearth of live talent shows in Philadelphia radio, Garry has pioneered toward the establishment of live shows that will compare favorably with network material.

Thirty-six years of age, Garry claims radio to be his hobby. So much so that he spends all his spare time in teaching it. Back in 1932 and 1933, he taught in one of the first radio schools in the city and now serves on the faculty at the Bessie V. Hicks School teaching practical radio, writing, production and acting.

USO Camp Show Unit No. 46, composed of 14 members of the talent staff of WLS, Chicago, has given a show a day for 139 days before Army camps, Navy bases and various training stations during the last 4½ months. During that time the group has travelled 10,000 miles.

WGR and WKBW
Mutual and Columbia
Buffalo
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

1
CBS 50,000 WATT
STATION COVERS BOTH
NORFOLK AND
RICHMOND
DOWN IN VIRGINIA!
WRVA
Norfolk Studio
502 DUKE STREET
Richmond Studio
HOTEL RICHMOND
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

AP

WEIM, Fitchburg, Mass.

. . . AP news for radio is excellent . . . you are giving us thorough coverage together with intelligent and timely news.

Milton H. Meyers,
General Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KFQD
ANCHORAGE
Alaska
LOCATION
"The Nerve Center"
Hub of Alaska Activities
Low Rates - Real Results
Representatives
ROMIG FULLER
1411 Fourth Ave.
Seattle, Wash.

Rifle Your Sales Message to the Tri-City bulls-eye. Use that "Inside Pull".

WHBF The 5000 WATT Voice of the Tri-Cities

Affiliate: Rock Island ARGUS
MUTUAL NETWORK · 1270 KC

Influence of Radio Praised by Gerard

Calls for Freedom of Air; Cites British Monopoly

RADIO and the press were described as "the most powerful instruments for the preservation of our liberties and our Constitution" by James W. Gerard, former United States Ambassador to Germany, in an address broadcast Oct. 25 on WINS, New York.

Declaring that "the greatest change brought about by the radio is the restoration of individual oratory," Mr. Gerard pointed out that "all through the ages the spoken word has had a powerful influence on the minds and the actions of men, an influence overshadowed for a time by the newspapers."

After a survey of influential oratory from the speeches of Demosthenes in ancient Greece up to present times, he continued:

"The newspapers, in the last hundred years, could print or suppress an oration which, unless they gave it publicity, was heard by only a few people within the sound of the speaker's voice and reached only those others to whom, perhaps, a garbled version may have been repeated.

And then Radio

"And then came the radio restoring once more to the individual the power and influence of oratory, not the flowery sort affected in some centuries, but the kind of speaking which belongs to common sense and the good sense of the era. A newspaper of the greatest circulation perhaps reaches three or four hundred thousand people in the vicinity of its office, but a universal hookup on the radio reaches a whole nation.

"We must be thankful that the radio in this country is still free. In Great Britain, for example, at the first appearance of the radio, the government seized all rights and the British radio is a government monopoly supported by a special tax on those having receiving sets. Nothing can be broadcast which has not the approval of the government.

"Of course, advertisements are done away with. The most flowery oration or oratorio is not followed, as in this country, by a recommendation of a toothpaste or a breakfast food, but the ultimate advantages are all with us.

"Radio commentators today can be true tribunes of the people, more independent than legislators, neither looking for votes nor subservient to pressure groups. We must all see to it not only that freedom of the press is preserved but that it is interpreted to mean as well, freedom of the radio, constituting with the press the most powerful two instruments for the preservation of our liberties and our Constitution."

HUGE PARCEL OF TIME purchased by Centlivre Brewing Corp., Fort Wayne, on WOWO, that city, brought this group together. Charles J. Reuss, president of Centlivre, contracted for *Victory Express*, handled by Hilliard Gates and Mary Conn, to run on WOWO 7:15 a.m. and 4 p.m. daily except Sunday, in addition to nightly news commentaries by Hon. Charles L. DeVault. Present were (front row, l to r): Lou Westheimer, president, Westheimer & Co., agency handling the account; Mr. Reuss; J. B. Conley, general manager of WOWO, WGL and W49FW. Back row: Mr. DeVault; Miss Conn; John Reuss, sales manager, Centlivre Brewing Corp.; Paul E. Mills, WOWO-WGL sales; Mr. Gates.

WJR on 24 Hours

WJR, Detroit, was to begin round-the-clock operations Monday (Nov. 2), according to Leo J. Fitzpatrick, general manager. Mr. Fitzpatrick said programs would come from CBS; through special wires from Chicago and Los Angeles; through rebroadcasts of day programs; from transcriptions. He has offered an award of $10 to any station employe submitting a usable idea for new programs for the added time. News will be broadcast every hour on the hour from 1 to 5 a.m.

ACCEPTING the offer of the Allen B. Du Mont Labs., to use its New York television station, W2XWV, for experimentation in writing and producing sight-and-sound programs, the American Television Society has appointed a committee, headed by Kay Reynolds, to work with DuMont executives.

Adventures With Navy Described by Driscoll

UNDERSEA activities of the Navy were described to Mutual listeners last week in two unusual broadcasts staged by Dave Driscoll, war services director of WOR, MBS New York outlet. On-the-spot recordings made by Driscoll on a voyage on a Navy patrol ship in February, during intensive enemy submarine activity, were interwoven with his eyewitness account of a later trip with an Atlantic coast convoy, in a half-hour program Oct. 25.

Diving helmets served as studios for an underwater broadcast Oct. 29, conducted by Driscoll and John Whitmore, of the WOR war service and news division, from a Navy diving school at the site of the *USS Lafayette* (*Normandie*) salvage operations. In addition to interviews with the men attending the school, Driscoll and Whitmore descended in helmets to the side of the submerged hull of the *Normandie*, broadcasting from below water.

AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR CLEVELAND

● The "balance of power" has shifted in Southern California! KMPC is now one of the first three stations in power and coverage . . . but fifth in cost!

KMPC ★

LOS ANGELES ★ 710 KC

for Southern California ★ 10,000 WATTS

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

Engineers Union Parleys With NBC

...cks Adjustments in Contract ...Line With Conditions

NEGOTIATING committee of the National Assn. of Broadcast Engineers & Technicians, independent union, has begun discussions with NBC concerning certain adjustments in their contract in line with changed conditions. The union's contract with NBC runs until the end of 1943 and is not being reopened at this time, according to J. H. Brown, of NBC's technical staff in Hollywood, NABET president.

The committee, which includes Mr. Brown, H. E. Hiller of New York and C. F. Rothery of San Francisco, held its first conversation last Thursday with O. B. Hanson, NBC vice-president in charge of engineering. Discussions of NBC contractual readjustments are expected to be completed early this week, following which the committee will open negotiations with the BLUE for a regular contract to replace the temporary agreement under which the union-company relationship has functioned since the separation of the BLUE from NBC early this year.

Wind Up Convention

Conclusion of these negotiations will wind up the ninth annual convention of NABET, which opened last Monday at the Hotel Abbey, New York. The first four days of the convention were occupied with internal union affairs, Mr. Brown said, with the problems arising from the loss of members to the armed services receiving much consideration. These men retain their NABET membership, he said, but are put on the union's inactive list.

Delegates attending the convention, in addition to Messrs. Brown, Hiller and Rothery, include V. J. Duke, NABET vice-president; S. E. Newman, Washington; H. V. Brandt, Cleveland; F. C. Schnepper, Chicago; R. C. Thompson, Denver; F. R. Rojas, assistant national secretary-treasurer.

NABET, which grew out of the associated technical employes of NBC, now represents the engineering personnel of NBC and the BLUE and their owned and operated stations and also of KFI-KECA, KFSD, WOW, WPTF and WLS.

New KEYS Partners

REORGANIZATION of the Nueces Broadcasting Co., licensee of KEYS, Corpus Christi, Tex., was approved by the FCC Oct. 27, with H. B. Lockhart, manager and chief engineer, and E. C. Hughes, commercial manager, each purchasing a quarter interest in the partnership for $4,032.65. Earl C. Dunn, member of local law enforcement agencies, and Charles W. Rossi, oil operator, former partners in the station, will each continue to hold one-fourth interests.

CHURCHILL INCOGNITO? No, just Eugene Brominski, Polish program announcer of WEXL, Royal Oak, Mich., who challenges Bud Wildy, WIL, St. Louis, for the title "Most Likely to Pass As Winston" [BROADCASTING, Oct. 5]. According to WEXL, police pushed back crowds "to make way for Mr. Churchill's car" when Mr. Brominski recently visited a United Polish Army Camp near Windsor, Ont.

Low-Radiation Receivers Are Ordered for Vessels

AN ORDER for 2,600 low-radiation radio receivers for installation on vessels of the merchant marine has been placed with the E. H. Scott Co., Chicago manufacturer. Called Marine Model Low Radiation Receiver SLR-12-A and made under specifications of the FCC, they are designed to enable seamen to keep abreast of world news and enjoy radio entertainment. They do not radiate radio waves and therefore cannot be used by enemy raiders to locate shipping on the high seas.

Installations were ordered by the War Shipping Administration at the urgent request of marine unions, particularly the American Communications Assn., representing marine radio officers. At the out break of the war all receivers were barred from merchant vessels for fear their re-radiations might act as transmitters and betray vessel locations to the enemy.

CRITCHELL MILLER Insurance Agency, Chicago (war damage insurance), on Oct. 26 started a 10-week campaign on WMAQ, Chicago.

Shortwave Leases

(*Continued from page 7*)

gether with their international broadcasting staffs, will find themselves working on a sort of "partnership" basis with OWI and CIAA, with OWI maintaining its own studio setup in New York for its multi-lingual schedules and CIAA utilizing the production facilities and personnel of NBC and CBS. OWI is concerned chiefly with news and news interpretation; CIAA not only handles news but also popular programs designed to gain good will in the Latin American countries.

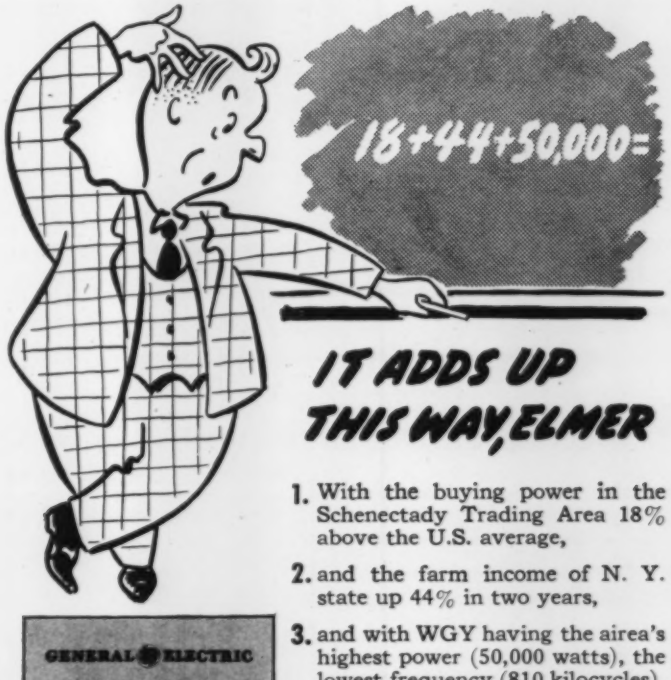
Plan 22 New Stations

The 11 stations in the new setup are intended to serve as a nucleus for a Government shortwave expansion program, which according to present plans embraces the proposed construction of 22 additional transmitters to make an eventual system of 36 stations. It is understood that this project, calling for an outlay of $4,400,000 for transmitters alone, bears the endorsement of President Roosevelt, which may or may not assure priorities on equipment in view of pressing military demands. It is also the present plan to license the projected new stations to existing or additional private operators, the Government bearing all the expense and assuring the return of the plants to the private operators after the war. Some estimates are that all or some of the 22 new stations can be built within six months, but this is questionable in view of radio factory and manpower pressures caused by war conditions.

The recent $25,000,000 appropriation approved for OWI includes not only the $4,400,000 for the 22 new transmitters but also $910,000 for antennas, $300,000 for improving and renovating present transmitters and $500,000 for additional buildings. CIAA last week was granted an additional $2,000,000 for its shortwave program projects.

Eventually it is hoped to discontinue using the supplemental radiotelephone transmitters taken over some time ago by OWI from AT&T, RCA Communications and Press Wireless, but it is understood that for the present these will continue to be used as part of the new system. They are largely used for point-to-point radiophone relays, particularly to England where some of OWI's news programs tie into the British Broadcasting Corp.'s European Service, but they are also being used for broadcasting to China, Australia and other Trans-Pacific areas.

Elmer Diddler's Doings:



IT ADDS UP THIS WAY, ELMER

1. With the buying power in the Schenectady Trading Area 18% above the U.S. average,
2. and the farm income of N. Y. state up 44% in two years,
3. and with WGY having the airea's highest power (50,000 watts), the lowest frequency (810 kilocycles), and the most popular network (NBC),
4. the sum is this: WGY can do the best job of selling your product in one of the nation's boomingest markets.

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

WGY-84

WHAT'S WHAT IN Boston

7.

WCOP has attracted top-notch public spirited executives to its microphone. Do you know why?

REPRESENTED BY HEADLEY-REED CO

WCOP

BELONGS ON YOUR SCHEDULE

IT'S A BIG JOB

The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG

GREENSBORO, N.C.

GEO. P. HOLLINGBERY · CO., NAT. REP.

Retail Study

(*Continued from page 9*)

and wisely used, since in many fields of distribution manufacturers and distributors have cut costs in this manner.

To that end a complete and factual study of the use of broadcast advertising by various types of accounts, notably recent case histories of its use in the field of retail distribution, will be made by Mr. Coons and the committee. Included in the subjects for consideration are the following:

Where does radio fit into the retailers' problems?

What is the retailers' problem in the use of radio as revealed by the National Retail Dry Goods Assn. survey?

How should you buy radio time?

How should you measure a radio audience?

How can you insure your radio investment?

How do you set up a radio department in your store?

What can you expect from your radio station?

"Preliminary discussions with leading retailers indicate that the answer to every single one of those questions is of vital interest right now to every retail advertiser," the NAB stated. "The plan proposed by the retail promotion committee of NAB will seek the answers to all of these questions and endeavor to present the answers in an easily understood and fully authenticated fashion.

"During the preliminary discussions and the preparation of the outline of the proposed plan, the retail promotion committee of NAB has worked very closely with the sales promotion division of the National Retail Dry Goods Assn. The final outline and purpose have received the unanimous and enthusiastic endorsement of the directors of that division of the association."

During the current series of NAB district meetings, details of the proposed plan are being presented to station executives and sales managers by Lewis H. Avery, director of the department of broadcast advertising of NAB.

162 Advertising Agency Account Executives

Space Buyers & Officers

(Ross Federal Research & Sales Management)

PICK

WIBX

Utica, N. Y.'s *ONLY* Radio Station!

3RD. In Middle Atlantic Test Market

Columbia's Middle Link in Central New York

Attendance at NAB SESSIONS

(*Story on page 8*)

At Pinehurst Meeting

Philip P. Allen, WLVA; Campbell Arnoux, WTAR; L. H. Avery, NAB; Bryce P. Beard, WSTP; Marvin Beers, OCD; William C. Bourne, OWI; William Bowry, WMBG; Robert E. Bradham, WTMA; Harry G. Bright, WGBR; Walter Brown, WSPA; Ollie L. Carpenter, WPTF; Eugene Carr, Office of Censorship; Madeline Chace, OCD; Howard L. Chernoff, WCHS-WPAR-WSAZ-WBLK; Mrs. Gertrude Clinton, U. S. Employment Service; Charles H. Crutchfield, WBT; Roland D. Cuddy, WBTM; Maj. Richard E. Daley; Clay B. Daniel, WSJS; B. H. Darrow, OCD; John H. Dodge, WRC; Don S. Elias, WWNC; Harold Essex, WSJS; Jack Field, WPTF; Fred Fletcher, WRAL; Elmer D. Free, OCD; R. Sanford Guyer, WBTM; Milton N. Gwaltney, WPID; Ralph S. Hatcher, WTAR; Carl Haverlin, OWI-BMI; Harold Hayes, OWI; Sheldon B. Hickox Jr., NBC; Charles G. Hicks, WSOC; Francis M. Hipp, WIS; Ruffin Horne, WFNC; Mrs. C. C. Hudson, WBIG; Nancy Hudson, WBIG; B. Walter Huffington, WPID; Henry Hulick, WPTF; E. Z. Jones, WBBB; Ray P. Jordan, WDBJ; A. E. Joscelyn, WBT. Herbert Kendrick, WJLS; Stanton Kettler, WMMN; John W. Kirkpatrick, WSPA; Lt. George Kirksey; C. O. Langlois, Lang-Worth; Capt. Gleason B. Lee, Manpower Branch, Service of Supply; George Ludlam, OCD; Richard H. Mason, WPTF; Ezra McIntosh, WWNC; Neville Miller, NAB; M. A. Milman, U. S. Treasury; R. E. Mitchell, WMBG; James H. Moore, WSLS; Paul Moyle, WFNC; John W. New, WTAR; Charles Parker, OCD; F. F. Patterson, WSTP; Royal E. Penny, WBT; I. E. Pittle ASCAP; Graham B. Poyner, WPTF; Ray Reeve, WRAL; Edney Ridge, WBIG; J. D. Saumenig, WIS; William A. Schudt Jr., CBS; G. Richard Shafto, WIS; Alex Sherwood, Standard Radio; Carleton Smith, WRC; George W. Smith, WWVA; John E. Thayer, WWNC; Harold H. Thoms, WAYS; Jack Treacy, NBC; George W. Walker, WAIR; Roland Weeks, WCSC; A. D. Willard Jr., WJSV; T. Doug Youngblood, WFIG.

At Jacksonville Meeting

J. H. Keachie and Stanley W. Goulden, RCA; W. Walter Tison, WFLA; Arthur H. Beckwith, AMP; Marvin Cox, OWI; Willett Kempton, OWI; Francis Wagner, NAS; Fred H. Ford, WMPG; Alex Campbell Jr., WKAT; L. S. Mitchell, WDAE; Andrew W. Bennett; Bey Welling, WTOC; Harry E. Cummings, WJAX; Arch Robb, WIOD; J. Leonard Reinsch, WSB-WIOD; William N. Greer, WFTL; Tom Gilchrist, WTMC; Gilbert Freeman, WTAL; John B. Browning, WSPB; W. C. McBride, WDBO; K. S. Skelton, WDAN; Frank Taylor Jr., WPDQ; Glenn Marshall Jr., WMBR-WFOY; Charles Stone, WMBR; Tom Case, WSAV; Mark Johnson, WSAV; Robert R. Feagin, WPDQ; Lewis H. Avery, NAB; Charles S. Davis, WWPG; Morton A. Milman, U. S. Treasury Department; Jack Treacy, NBC Recording; C. E. Arney Jr., NAB; Thad Holt, WAPI; Carl Haverlin, OWI-BMI; Frank King, WMBR; C. O. Langlois, Lang-Worth; Mrs. Boote, WJAX; John Hopkins III, WJAX; Mr. Jameson, Manpower Commission; William Bennett, OWI.

Atlanta Attendance

Frank M. King, WMBR; James W. Woodruff Jr., WATL-WRBL-WGPC; Thad Holt, WAPI; Ed Norton, WAPI; Leonard Reinsch, John M. Outler Jr., Lorin Myers, Mary Caldwell Alvilda Lindsy, Marcus Bartlett, Beth Barnes, Charles McClure, Add Penfield, WSB; Don Ioset, T. O. McCullough, Maurice Coleman, Joe Robkin, Crenshaw Monner, Ford Stoner, WAGA; Zenas Sears, WATL; J. A. Davenport, Dan Hornsby, Bill Jones, WATL; John Fulton, Frank Gaither, WGST; R. O. Van Duser, WALB; E. K. Cargill, Wilton Cobb, WMAZ; Charles Pittman, Alfred Lewis, John Hogan, WBML; W. R. Ringston, WRDW; J. B. Fuqua, WGAC; Charles Smithgall Jr., WGGA; W. S. Mason, WRBL; Bill Covington, Jack Hughes, WCOV; Henry P. Johnson, WSGN; Joe Connolly, K. G. Marshall, WBRC; Harold Daniel, WSAV; Weldon Herrin, WTOC; Henry East, WGPC; Hugh M. Smith, WAML; H. Wimpy, WPAX; E. M. Adams, NBC; S. W. Goulden, J. H. Keachie, RCA; Neville Miller, Lew Avery, NAB; I. T. Cohen, ASCAP; Jack Treacy, NBC-Recording.

Lorin L. Watson, Spot Sales; C. O. Langlois, Lang-Worth; Gregg Murphy, Headley-Reed Co.; Fred Bell, Charlie Coleman, Katz Agency; Lt. Harold A. Tyler, Corp. Andrew C. Petty, J. E. Pool, Army Public Relations; Willett Kempton, regional OWI; Irving Beiman, OWI Alabama; Eugene Carr, Office of Censorship; Madeline Chase, regional director OCD-Radio; A. H. Beckwith, Associated Music Publishers.

CRYSTALS by HIPOWER

Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago

Factory—2035 Charleston Street, Chicago, Ill.

WAR PERSONALITIES SKETCHED BY STEEL

AS AN EVERYDAY aid in understanding the daily events of World War II, an invaluable guide to the personalities most prominently involved therein can be found in *Men Behind the War*, by Johannes Steel, news analyst of WMCA, New York, and former foreign correspondent [Sheridan House, New York, $3.50].

Gathered together in the book are sketches of 74 men and one woman (Mme. Chiang Kai-Shek), who are leaders in their own countries now at war, or who will be vital personalities in the difficult peace to come. As Mr. Steel says in his introduction to the book, the characters he has sketched, "however different their origin and their careers may have been, have one thing in common: their stories have all been affected by the story of Adolf Hitler.

"This does not necessarily mean that they rose to power because of Adolf Hitler," he continues, "but rather that they gained some, and in a few cases, most of their significance as world figures in relation to the German fuehrer."

WMCA Features

FIRST PROGRAM broadcast on WMCA, New York, as part of its new policy to present more "big-name" public service features, was heard Oct. 28, 8:45-9:45 p.m., when "News Dissemination in Wartime" was discussed by Elmer Davis, director of the OWI, and Byron Price, director of the Office of Censorship. The program was staged in the *New York Times* hall as one of a series arranged by the newspaper and WMCA. Second will take place Nov. 6 with the featured speaker to be Wendell L. Willkie, 1940 Republican candidate for president, who has just returned from a flying trip around the world.

Radio Stars in Films

GINNY SIMMS, featured on the weekly NBC *Johnny Presents Ginny Sims*, sponsored by Philip Morris & Co. (cigarettes), has currently completed an assignment in the OWI film short, "Rose of No Man's Land". Produced by RCM Productions Inc., film is part of an OWI campaign for enlistments in the Nurses Corps of the Army, Navy and Red Cross. Lillian Randolph, colored maid on the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay), has been signed to portray a similar role in the Warner Bros. film, "Mark Twain".

OPEN HOUSE was held recently to celebrate 18th birthday of WEBR, Buffalo, and introduce the station's new owners to local advertising firms and civic officials. Behind the refreshment table are (l to r): Otto Brandt, BLUE station relations; Joseph J. Kelly, Mayor of Buffalo; Lt. Com. William J. Conners, publisher of the *Buffalo Courier-Express* and board chairman of WEBR; Paul Fitzpatrick, part owner and president.

Qualifications of Applicant for WBAX Questioned in FCC Hearing Testimony

REOPENING of FCC hearings Oct. 27 on the applications of four Pennsylvania companies for a new station on facilities of WBAX, Wilkes-Barre, Pa., brought forth heated charges, counter-charges and implied involvement of a diversified group of organizations alleged to be responsible for reopening of the case. All seek 250 watts on 1240 kc., the present WBAX assignment.

Northeastern Pennsylvania Broadcasters Inc., of which Robert J. Doran, local lawyer, is president, had been selected as the successful applicant under an FCC decision July 14. The station has been operating since 1939 under a temporary license issued to John H. Stenger Jr., which expired on May 2, and renewal of which was denied by the FCC on March 31.

This temporary license to Mr. Stenger has, however, again been extended for an indeterminate period pending final selection of a successor through the reopened proceedings.

Following issuance of the FCC ruling of July 14 in favor of Northeastern, a petition was filed with FCC by the "Wyoming Valley Victory Committee" of Wilkes-Barre, an organization formed to coordinate the war-work activities of the AFL, CIO and railroad brotherhoods in that community, and a second petition by the Wyoming Valley Ministerial Assn., of Wilkes-Barre, charging that Northeastern is "unfit" to own and operate the projected station because of certain allegedly undesirable traits of its president.

Testimony and documentary evidence presented during the first three days of the hearing brought into the record many references to religious organizations and personages, labor unions, and allegedly "subversive" agents and organizations, as well as quantities of so-called "subversive" literature surrendered to FCC investigators from the files in Mr. Doran's office.

On Oct. 28 a telegram was sent to Senator James J. Davis (R-Pa.) by O. E. Gasaway, president of District 50, United Mine Workers of America, protesting against the "persecution" of Mr. Doran before the FCC, and demanding an investigation of "any agency which will permit such un-American activities". The telegram was referred to the Senate Interstate Commerce Committee.

The hearing was frequently interrupted by sharp clashes between Mr. Marcus Cohn, FCC counsel and George Porter, counsel for Northeastern and former assistant general counsel of the FCC, particularly in connection with introduction of the literature in evidence. Mr. Porter contended that mere possession of the file did not imply adherence of his client to the opinions contained therein, as was apparently the intent of FCC counsel. The documentary evidence was ordered retained.

Mr. Doran was the first witness called, and his testimony occupied the first day-and-a-half. Then followed several representatives of ministerial associations and citizens' groups of Wilkes-Barre. Trend of the testimony indicated a turbulent situation among various civic groups in the city.

All applicants seeking the WBAX license were represented at the hearings. These included George C. Sutton, for the Wilkes-Barre Broadcasting Corp.; Paul D. Spearman, for the Central Broadcasting Corp.; Thomas A. Farrell, for Key Broadcasters Inc.; and a representative of Mr. Stenger.

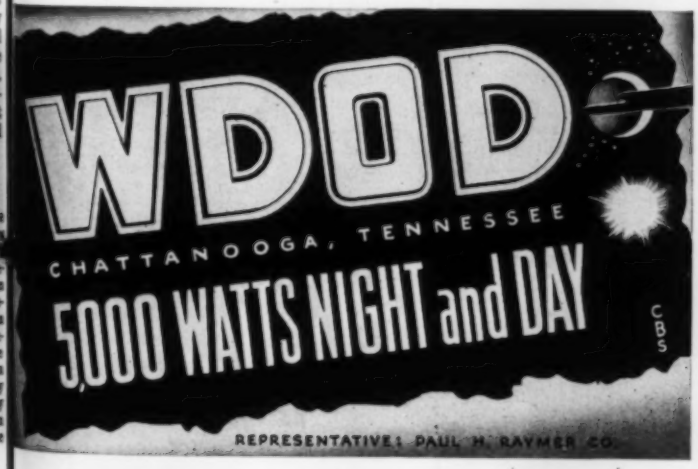
Examination of witnesses and presentation of evidence continued in Washington through Oct. 30, and it is understood that due to unavailability of certain witnesses, the hearings are to be resumed later at Wilkes-Barre.

AFL Praises NBC

APPRECIATION to NBC was expressed by the American Federation of Labor in the following resolution, unanimously adopted during the recent AFL convention in Toronto: "The new *Labor for Victory* radio program gives labor a wider opportunity to tell its story in a direct and undistorted way to the public, and your committee recommends that this convention express its appreciation to NBC for making this radio time available to the AFL."

NBC Producers Moved

SHIFT in NBC, Hollywood production duties has placed Ned Tollinger in charge of the weekly *Bob Hope Show*, sponsored by Pepsodent Co. (toothpaste, powder). Dave Elton has taken over production of the *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son (wax products). Archie Scott, formerly producer of the NBC *Bob Hope Show*, has been assigned to Red Skelton & Co., sponsored by Brown & Williamson Tobacco Co. (Raleigh cigarettes). Scott replaces Earl Ebi.



"We consider it a highlight among our local musical presentations." WDNC

● Expertly written and commercially proved radio programs are available to any ASCAP-licensed station without cost. If you are not using these programs write or wire us at once, as a new series is ready.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

WFBG
ALTOONA, PA.
- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

CANDIDATES FIGHT IT OUT

Station Offers Free Time to Get Competitors On Air for Pre-Voting Debate

ON THE PREMISE that "American radio is the ideal medium through which candidates for political office can meet their constituents on a common ground," WKIP, Poughkeepsie, publicly offered an hour-and-a-half of free time for a "public forum" to two political contestants for Congress from New York State: Hamilton Fish, Republican incumbent, and Judge Ferdinand A. Hoyt, Democratic-American Labor choice.

Both candidates agreed to the proposal, designed to give voters a chance to challenge contestants on views which may have been unexpressed, or deliberately suppressed, in the usual prepared campaign speeches.

To obviate possible embarrassment from "nuisance" questions, an impartial board of review was named to pass on all questions submitted by the public either by phone or mail.

Rebuttals and Answers

Broadcast, which was to take place Sunday, Nov. 1, 3:30-5 p.m., included 10-minute campaign summaries by each of the candidates, with an additional allowance of 10 minutes apiece for rebuttal, the remaining time to be given over to voters' questions, limited to 30 words, and the answers, not to exceed two minutes. Penalty for exceeding the time limit was a one-minute rebuttal from the opponent. Another condition was that both candidates agree to answer all questions submitted and passed by the review board, which consisted of two registered impartial independent voters, one partisan appointed by each candidate with a school principal as chairman.

In making the offer, which took the form of an open letter in the *Poughkeepsie New Yorker*, WKIP pointed out that both candidates had already used the station's facilities on the usual "paid political time" basis, stating further: "It is unfortunately true, however, of this and most campaigns, that the candidates deliver prepared speeches, carefully emphasizing issues favorable to their particular candidacy and carefully avoiding those issues that may prove embarrassing to them. . . . We believe that an American voter has a right to probe into the sincerity of the views he expresses, to obtain from him views that otherwise he might avoid expressing for political reasons."

Voters Must

RIGHT TO VOTE is considered so vital by the Radio Bureau of OWI that a memorandum was mailed to all stations last Thursday advising them to broadcast announcements urging listeners to vote. Stations were told to give such announcements an AA priority from October 30 to Nov. 3 since "the failure to vote is a betrayal of our freedom."

Stations on West Coast Organize War Group to Speed Emergency Action

WITH the Fourth Fighter Command having tentatively approved a unified emergency broadcast plan as presented by Pacific Coast radio executives, a War Emergency Board of West Coast Broadcasters Assns., was formed in San Francisco Oct. 26.

Organized for the purpose of facilitating quick action, the War Emergency Board includes Harry Spence, manager of KXRO, Aberdeen and president of Washington State Broadcasters Assn.; Lee Bishop, manager of KMED, Medford, and president of Oregon State Broadcasters Assn.; Arthur Westlund, manager of KRE, Berkeley, and president of Northern California Broadcasters Assn.; Lawrence W. McDowell, commercial manager of KFOX, Long Beach, and president of Southern California Broadcasters Assn.; Van C. Newkirk, program director of Don Lee Broadcasting System; John W. Swallow, NBC western division program manager; Fox Case, CBS West Coast public relations director; Leo B. Tyson, BLUE Western division program manager.

Radio coordinators for the various districts are Maury Rider, Seattle; H. M. Swartwood Jr., Portland; George Greaves, San Francisco; Sid Fuller, San Diego. Richard F. Connor, radio coordinator of the Southern California Broadcasters Assn., is also coordinator of a special network setup and which includes every station in the three Pacific Coast States [BROADCASTING, Sept. 28].

Broadcasters, prior to the San Francisco meeting, had made complete study of an outlined coordinating system and presented their findings to the Fourth Fighter Command and Western Defense Command. Besides network executives and those of independent stations, meeting was attended by FCC, OWI and War Dept. officials, as well as William E. Kepner, commanding general of the command and his staff officers.

WABC Post to Doyle

J. E. (Dinty) DOYLE, night manager of the CBS publicity office in New York, has been appointed to the newly-created post of publicity director of WABC, network's key station in New York. For many years he served as radio editor of the *San Francisco Chronicle, New York American, New York Journal-American*, and as radio columnist for the syndicated Hearst papers.

FCC STUDIES WMUR ROLE IN ELECTIONS

COMPLAINTS of misuse of WMUR, Manchester, N. H., in the current Senatorial campaign of the Democratic nominee, Fra... P. Murphy, former Governor of the State and chief owner of the station, were filed with the FCC Oct. 26 by Senator Styles Bridges, the Republican candidate for re-election. The FCC promptly sent investigators to Manchester.

Senator Bridges telegraphed the FCC "that political statements wholly designed to promote the candidacy of Mr. Murphy and discredit other candidates" are broadcast in news programs, and that "numerous slanderous statements tending to degrade other candidates" are being made by speakers on WMUR.

Meanwhile, Senator Ernest W. McFarland, chairman of the Senate Campaign Investigating Committee, reported that agents from his office had found no irregularities in the use of the station or in the New Hampshire campaign. "Counsel for our committee found complaints about this campaign unfounded," Senator McFarland said. "Among the charges our investigators cleared up was a report that WMUR gave time without charge in behalf of Mr. Murphy."

Political Debate

RADIO POLITICAL DEBATE on a major scale was held in studios of WJR, Detroit, Oct. 25 between incumbent Sen. Prentiss M. Brown (D), and Circuit Judge Homer Ferguson (R). They went on the air with WJR News Editor George Cushing as moderator. Time was donated by WJR, in cooperation with the *Detroit Free Press*. The program was presented with a studio audience, and with newsmen and photographers present. The debate, scheduled for a half-hour, became so heated that neither candidate was content to stop at allotted time, and a succeeding half-hour was granted. Large listener response testified to success of the experiment.

* * *

GUY SAVAGE, Chicago freelance announcer, and Roy Herweg, account executive of Mitchell-Faust Adv. Co., Chicago, have collaborated on a song "We Got To Get Up Too Early" published by the Braun Music Co.

Keep Posted

WITH THIS DATA AT YOUR ELBOW

—you are equipped to get your share of business from the 12,000 national and sectional advertisers and their 1,800 advertising agencies.

NATIONAL REGISTER PUB. CO.
330 West 42nd Street, New York
333 N. Michigan Ave., Chicago

RCA-NBC Answer MBS Suit Charges

Claim Plaintiff Also Uses Exclusive Option Time

RCA-NBC, in an answer filed last Wednesday in the Chicago Federal District Court, categorically denied allegations in the $10,000,000 triple damage suit brought against it by MBS last Jan. 10 and asks judgment dismissing the MBS complaint. The suit, which will be set for trial Dec. 11 by Judge John P. Barnes, charged RCA-NBC with violations of the anti-trust laws.

In reply to the MBS charges of "unlawful combination and conspiracy to injure the plaintiff," based primarily on the time-option provisions of the NBC affiliation contracts, the answer contends that "MBS has recognized the principle of the necessity of exclusive option time in the conduct of network broadcasting, but has seen fit to limit its use insofar as the limitation would injure the advertising revenue of NBC, CBS, and BLUE networks and protect and augment the present advertising revenue of MBS which would thereby enjoy a competitive advantage as a mere wire network without expenses for its lines or sustaining programs."

The RCA-NBC answer on the other hand alleges that MBS has and is operating with time-option clauses "whereby stations have been forbidden to accept any national programs from any national network other than MBS."

"In some instances," the answer avers, "stations have entered into affiliation contracts with MBS, the written form of which did not specify, but oral understanding entered into in connection therewith did specify that certain hours during the day were to be regarded as network option time which must be cleared for MBS commercial programs".

Although the case is scheduled to be set for trial Dec. 11, Government's anti-trust suits against both RCA-NBC and CBS are on Judge Barnes' calendar for the same date. Since the Dept. of Justice suit against the networks was filed ten days previously to the MBS damage suit, it will probably be argued first. It is possible that the MBS case may not come before the court before the first of the year, almost a year after compalint was filed.

The 60-page RCA-NBC answer was filed by attorneys Edwards E. Johnston, of Chicago; John T. Cahill, of New York, and Joseph A. McDonald, NBC-Chicago counsel.

"THUMBS DOWN" but it was no sign of depression at the ceremony of contract signing for a new *Whodunit?* series, weekly NBC Pacific Coast network mystery thriller. Making it official is "Inspector Christopher Case" (Jack Kirkwood), taking the print of Alfred M. Ghormley, president of Albers Milling Co. (seated). Onlookers are E. I. Harrington, Lord & Thomas vice-president, A. P. Herold, vice-president and general manager of Albers, and General Manager John W. Elwood of KPO, San Francisco.

FLY PRAISES RADIO FOR WAR EFFORTS

DISCUSSING the role of "Communications in Wartime", FCC Chairman James Lawrence Fly, in a broadcast over NBC last Saturday, praised the broadcasters for their commanding role in the war effort through the transmission of entertainment, news and Government messages.

Most of all, he said, the stations keep us informed on the events on the far-flung fronts and bring us the information and discussions necessary to bring home to us the realization of what is at stake in the war. Then he cited the electronic progress to be expected in the era following the war, expressing great hope for FM broadcasting as a direct result of its wartime use.

WLS War Director

HARRY TEMPLETON, formerly secretary to M. Clifford Townsend, Administrator of the Agricultural Conservation & Adjustment Administration and previously assistant to Gov. Harry F. Schricker of Indiana, has joined WLS, Chicago, as war program director. He was at one time manager of the Indiana State Fair.

More Girls

BECAUSE of the "impossibility of employing boys to replace CBS pages who have jointed the armed forces," Francis C. Barton Jr., CBS personnel manager, announced last week that two girls have been hired for the New York page staff for the first time. They are Nancy Martin and Georgette Finley, both new to radio.

RADIO CONFERENCE SLATED IN CHICAGO

RADIO'S WARTIME contribution to education will be discussed at the sixth annual meeting of the School Broadcast Conference to be held at the Hotel Morrison in Chicago Nov. 10-12. Over 1,000 educators, and station and network public service directors are expected to attend. Lt. Col. Edward M. Kirby, chief of the radio branch, Bureau of Public Relations, War Dept., and Lyman Bryson, CBS director of education and chief of the OWI bureau of special operations, are scheduled to speak.

Program clinics and work study groups will discuss "Radio and Vocational Guidance", "Radio and Art", "Radio and the Assembly Program" and "Radio Clubs and Work Shops".

Organization of school system radio departments will be outlined in seminars conducted by radio educators. Correlation of radio scripts, use of transcriptions, radio and the teaching of foreign languages, and class room demonstrations are also included in the curriculum arranged under the direction of George C. Jennings, acting director of the conference. The annual conference will be climaxed by awards and citations to radio stations and individuals in the Third Annual Utilization Competion, and the annual award of merit to the person who, during the past year, has made the most outstanding contribution to educational radio.

Concurrent with the meetings of the School Broadcast Conference, sessions will be held by the Assn. for Education by Radio, National Assn. of Educational Broadcasters, National Institute for Music Education in Wartime.

LaROCHE REFUTES NYE ALLEGATIONS

DENIAL that radio officials had in any way requested draft deferment for Kay Kyser or other leading radio entertainers was issued last week by Chester J. LaRoche, chairman of the board of Young & Rubicam, New York, and chairman of the Advertising Council. Mr. LaRoche's statement followed charges made in the Senate by Senator Nye (R-N.D.) that Kyser "and others" had been classified as "being more essential at home" by draft boards influenced by officials in the radio industry.

Senator Nye "is absolutely misinformed," according to Mr. LaRoche, who stated that "the interest in Kay Kyser came from the Army itself, not from any commercial source."

"I was asked, in common with several others," Mr. LaRoche's statement continues, "by a ranking general of the U. S. Army concerned with morale, and a government radio executive, for an opinion on the value of certain radio stars to the total war effort. I was glad to say, in my opinion, that the outstanding job Kay Kyser was performing for his country in the camps and on the radio made him one of the most valuable contributors to the so-called psychological war effort as it is being so skillfully developed under Elmer Davis on the OWI.

"It was my feeling then and it is now that the ability of Kay Kyser, who is not and never has been a client of mine, to . . . arouse masses of people to an understanding of their responsibility, makes him a most useful man to aid the Army and the government in organizing the home front for total war."

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?

WSOY

It's Always Fair Weather

There are no dull seasons in Winston-Salem. They make it and spend it the whole year 'round. Yes and they're guided in their spending by WAIR, one of the dangdest sales producers this side of the equator.

WAIR

Winston-Salem, North Carolina

IN VIRGINIA

YOU REACH MORE PEOPLE AT LOW COST · ON · RICHMOND'S STATION

WRNL

VIRGINIA RICHMOND

5000 WATTS DAY AND NIGHT 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

WHAT'S WHAT IN Boston

7.

WCOP has attracted top-notch public spirited executives to its microphone. Do you know why?

REPRESENTED BY HEADLEY-REED CO

WCOP

BELONGS ON YOUR SCHEDULE

IT'S A WBIG JOB

The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG

GREENSBORO, N.C.

GEO. P. HOLLINGBERY · CO., NAT. REP.

Retail Study

(*Continued from page 9*)

and wisely used, since in many fields of distribution manufacturers and distributors have cut costs in this manner.

To that end a complete and factual study of the use of broadcast advertising by various types of accounts, notably recent case histories of its use in the field of retail distribution, will be made by Mr. Coons and the committee. Included in the subjects for consideration are the following:

Where does radio fit into the retailers' problems?

What is the retailers' problem in the use of radio as revealed by the National Retail Dry Goods Assn. survey?

How should you buy radio time?

How should you measure a radio audience?

How can you insure your radio investment?

How do you set up a radio department in your store?

What can you expect from your radio station?

"Preliminary discussions with leading retailers indicate that the answer to every single one of those questions is of vital interest right now to every retail advertiser," the NAB stated. "The plan proposed by the retail promotion committee of NAB will seek the answers to all of these questions and endeavor to present the answers in an easily understood and fully authenticated fashion.

"During the preliminary discussions and the preparation of the outline of the proposed plan, the retail promotion committee of NAB has worked very closely with the sales promotion division of the National Retail Dry Goods Assn. The final outline and purpose have received the unanimous and enthusiastic endorsement of the directors of that division of the association."

During the current series of NAB district meetings, details of the proposed plan are being presented to station executives and sales managers by Lewis H. Avery, director of the department of broadcast advertising of NAB.

162 Advertising Agency Account Executives

Space Buyers & Officers

(Ross Federal Research & Sales Management)

PICK

WIBX

Utica, N. Y.'s *ONLY* Radio Station!

3RD. In Middle Atlantic Test Market

Columbia's Middle Link in Central New York

Attendance at NAB SESSIONS

(*Story on page 8*)

At Pinehurst Meeting

Philip P. Allen, WLVA; Campbell Arnoux, WTAR; L. H. Avery, NAB; Bryce P. Beard, WSTP; Marvin Beers, OCD; William C. Bourne, OWI; William Bowry, WMBG; Robert E. Bradham, WTMA; Harry G. Bright, WGBR; Walter Brown, WSPA; Ollie L. Carpenter, WPTF; Eugene Carr, Office of Censorship; Madeline Chace, OCD; Howard L. Chernoff, WCHS-WPAR-WSAZ-WBLK; Mrs. Gertrude Clinton, U. S. Employment Service; Charles H. Crutchfield, WBT; Roland D. Cuddy, WBTM; Maj. Richard E. Daley; Clay B. Daniel, WSJS; B. H. Darrow, OCD; John H. Dodge, WRC; Don S. Elias, WWNC; Harold Essex, WSJS; Jack Field, WPTF; Fred Fletcher, WRAL; Elmer D. Free, OCD; R. Sanford Guyer, WBTM; Milton N. Gwaltney, WPID; Ralph S. Hatcher, WTAR; Carl Haverlin, OWI-BMI; Harold Hayes, OWI; Sheldon B. Hickox Jr., NBC; Charles G. Hicks, WSOC; Francis M. Hipp, WIS; Ruffin Horne, WFNC; Mrs. C. C. Hudson, WBIG; Nancy Hudson, WBIG; B. Walter Huffington, WPID; Henry Hulick, WPTF; E. Z. Jones, WBBB; Ray P. Jordan, WDBJ; A. E. Joscelyn, WBT. Herbert Kendrick, WJLS; Stanton Kettler, WMMN; John W. Kirkpatrick, WSPA; Lt. George Kirksey; C. O. Langlois, Lang-Worth; Capt. Gleason B. Lee, Manpower Branch, Service of Supply; George Ludlam, OCD; Richard H. Mason, WPTF; Ezra McIntosh, WWNC; Neville Miller, NAB; M. A. Milman, U. S. Treasury; R. E. Mitchell, WMBG; James H. Moore, WSLS; Paul Moyle, WFNC; John W. New, WTAR; Charles Parker, OCD; F. F. Patterson, WSTP; Royal E. Penny, WBT; I. E. Pittle ASCAP; Graham B. Poyner, WPTF; Ray Reeve, WRAL; Edney Ridge, WBIG; J. D. Saumenig, WIS; William A. Schudt Jr., CBS; G. Richard Shafto, WIS; Alex Sherwood, Standard Radio; Carleton Smith, WRC; George W. Smith, WWVA; John E. Thayer, WWNC; Harold H. Thoms, WAYS; Jack Treacy, NBC; George W. Walker, WAIR; Roland Weeks, WCSC; A. D. Willard Jr., WJSV; T. Doug Youngblood, WFIG.

At Jacksonville Meeting

J. H. Keachie and Stanley W. Goulden, RCA; W. Walter Tison, WFLA; Arthur H. Beckwith, AMP; Marvin Cox, OWI; Willett Kempton, OWI; Francis Wagner, NAS; Fred H. Ford, WMPG; Alex Campbell Jr., WKAT; L. S. Mitchell, WDAE; Andrew W. Bennett; Bey Welling, WTOC; Harry E. Cummings, WJAX; Arch Robb, WIOD; J. Leonard Reinsch, WSB-WIOD; William N. Greer, WFTL; Tom Gilchrist, WTMC; Gilbert Freeman, WTAL; John B. Browning, WSPB; W. C. McBride, WDBO; K. S. Skelton, WDAN; Frank Taylor Jr., WPDQ; Glenn Marshall Jr., WMBR-WFOY; Charles Stone, WMBR; Tom Case, WSAV; Mark Johnson, WSAV; Robert R. Feagin, WPDQ; Lewis H. Avery, NAB; Charles S. Davis, WWPG; Morton A. Milman, U. S. Treasury Department; Jack Treacy, NBC Recording; C. E. Arney Jr., NAB; Thad Holt, WAPI; Carl Haverlin, OWI-BMI; Frank King, WMBR; C. O. Langlois, Lang-Worth; Mrs. Boote, WJAX; John Hopkins III, WJAX; Mr. Jameson, Manpower Commission; William Bennett, OWI.

Atlanta Attendance

Frank M. King, WMBR; James W. Woodruff Jr., WATL-WRBL-WGPC; Thad Holt, WAPI; Ed Norton, WAPI; Leonard Reinsch, John M. Outler Jr., Lorin Myers, Mary Caldwell Alvilda Lindsy, Marcus Bartlett, Beth Barnes, Charles McClure, Add Penfield, WSB; Don Ioset, T. O. McCullough, Maurice Coleman, Joe Robkin, Crenshaw Monner, Ford Stoner, WAGA; Zenas Sears, WATL; J. A. Davenport, Dan Rothsby, Ell Jones, WAIR; John F... Frank Gaither, WGST; R. O. Van ... WALB; E. K. Cargill, Wilton ... WMAZ; Charles Pittman, Alfred ... John Hogan, WBML; W. R. ... WRDW; J. B. Fuqua, WGAC; ... Smithgall Jr., WGGA; W. S. ... WRBL; Bill Covington, Jack ... WCOV; Henry P. Johnson, WSGN; ... Connolly, K. G. Marshall, WBRC; ... Daniel, WSAV; Weldon Herrin, ... Henry East, WGPC; Hugh M. ... WAML; H. Wimpy, WPAX; B. M. ... NBC; S. W. Goulden, J. H. Keachie, ... Neville Miller, Lew Avery, NAB; ... Cohen, ASCAP; Jack Treacy, NBC-... cording.

Lorin L. Watson, Spot Sales; C. ... Langlois, Lang-Worth; Gregg ... Headley-Reed Co.; Fred Bell, Charles ... man, Katz Agency; Lt. Harold A. ... Corp. Andrew C. Petty, J. E. Pool, ... Public Relations; Willett Kempton, ... OWI; Irving Beiman, OWI Alabama; ... gene Carr, Office of Censorship; ... Chase, regional director OCD-Radio; A. ... Beckwith, Associated Music Publishers.

CRYSTALS by HIPOWER

Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower is maintaining greatly increased production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago

Factory—2035 Charleston Street, Chicago, Ill.

WAR PERSONALITIES SKETCHED BY STEEL

AS AN EVERYDAY aid in understanding the daily events of World War II, an invaluable guide to the personalities most prominently involved therein can be found in *Men Behind the War*, by Johannes Steel, news analyst of WMCA, New York, and former foreign correspondent [Sheridan House, New York, $3.50].

Gathered together in the book are sketches of 74 men and one woman (Mme. Chiang Kai-Shek), who are leaders in their own countries now at war, or who will be vital personalities in the difficult peace to come. As Mr. Steel says in his introduction to the book, the characters he has sketched, "however different their origin and their careers may have been, have one thing in common: their stories have all been affected by the story of Adolf Hitler.

"This does not necessarily mean that they rose to power because of Adolf Hitler," he continues, "but rather that they gained some, and in a few cases, most of their significance as world figures in relation to the German fuehrer."

WMCA Features

FIRST PROGRAM broadcast on WMCA, New York, as part of its new policy to present more "big-name" public service features, was heard Oct. 28, 8:45-9:45 p.m., when "News Dissemination in Wartime" was discussed by Elmer Davis, director of the OWI, and Byron Price, director of the Office of Censorship. The program was staged in the *New York Times* hall as one of a series arranged by the newspaper and WMCA. Second will take place Nov. 6 with the featured speaker to be Wendell L. Willkie, 1940 Republican candidate for president, who has just returned from a flying trip around the world.

Radio Stars in Films

GINNY SIMMS, featured on the weekly NBC *Johnny Presents Ginny Sims*, sponsored by Philip Morris & Co. (cigarettes), has currently completed an assignment in the OWI film short, "Rose of No Man's Land". Produced by RCM Productions Inc., film is part of an OWI campaign for enlistments in the Nurses Corps of the Army, Navy and Red Cross. Lillian Randolph, colored maid on the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay), has been signed to portray a similar role in the Warner Bros. film, "Mark Twain".

OPEN HOUSE was held recently to celebrate 18th birthday of WEBR, Buffalo, and introduce the station's new owners to local advertising firms and civic officials. Behind the refreshment table are (l to r): Otto Brandt, BLUE station relations; Joseph J. Kelly, Mayor of Buffalo; Lt. Gen. William J. Conners, publisher of the *Buffalo Courier-Express* and board chairman of WEBR; Paul Fitzpatrick, part owner and president.

Qualifications of Applicant for WBAX Questioned in FCC Hearing Testimony

REOPENING of FCC hearings Oct. 27 on the applications of four Pennsylvania companies for a new station on facilities of WBAX, Wilkes-Barre, Pa., brought forth stated charges, counter-charges and implied involvement of a diversified group of organizations alleged to be responsible for reopening of the case. All seek 250 watts on 1240 kc., the present WBAX assignment.

Northeastern Pennsylvania Broadcasters Inc., of which Robert J. Doran, local lawyer, is president, had been selected as the successful applicant under an FCC decision July 14. The station has been operating since 1939 under a temporary license issued to John H. Stenger Jr., which expired on May 2, and renewal of which was denied by the FCC on March 31.

This temporary license to Mr. Stenger has, however, again been extended for an indeterminate period pending final selection of a successor through the reopened proceedings.

Following issuance of the FCC ruling of July 14 in favor of Northeastern, a petition was filed with FCC by the "Wyoming Valley Victory Committee" of Wilkes-Barre, an organization formed to coordinate the war-work activities of the AFL, CIO and railroad brotherhoods in that community, and a second petition by the Wyoming Valley Ministerial Assn., of Wilkes-Barre, charging that Northeastern is "unfit" to own and operate the projected station because of certain allegedly undesirable traits of its president.

Testimony and documentary evidence presented during the first three days of the hearing brought into the record many references to religious organizations and personages, labor unions, and allegedly "subversive" agents and organizations, as well as quantities of so-called "subversive" literature surrendered to FCC investigators from the files in Mr. Doran's office.

On Oct. 28 a telegram was sent to Senator James J. Davis (R-Pa.) [illegible] Gasa[illegible] president of District 50, United Mine Workers of America, protesting against the "persecution" of Mr. Doran before the FCC, and demanding an investigation of "any agency which will permit such un-American activities". The telegram was referred to the Senate Interstate Commerce Committee.

The hearing was frequently interrupted by sharp clashes between Mr. Marcus Cohn, FCC counsel and George Porter, counsel for Northeastern and former assistant general counsel of the FCC, particularly in connection with introduction of the literature in evidence. Mr. Porter contended that mere possession of the file did not imply adherence of his client to the opinions contained therein, as was apparently the intent of FCC counsel. The documentary evidence was ordered retained.

Mr. Doran was the first witness called, and his testimony occupied the first day-and-a-half. Then followed several representatives of ministerial associations and citizens' groups of Wilkes-Barre. Trend of the testimony indicated a turbulent situation among various civic groups in the city.

All applicants seeking the WBAX license were represented at the hearings. These included George C. Sutton, for the Wilkes-Barre Broadcasting Corp.; Paul D. Spearman, for the Central Broadcasting Corp.; Thomas A. Farrell, for Key Broadcasters Inc.; and a representative of Mr. Stenger.

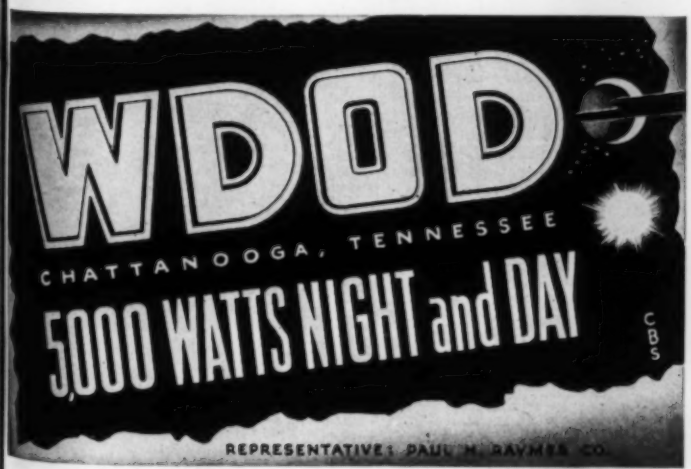
Examination of witnesses and presentation of evidence continued in Washington through Oct. 30, and it is understood that due to unavailability of certain witnesses, the hearings are to be resumed later at Wilkes-Barre.

AFL Praises NBC

APPRECIATION to NBC was expressed by the American Federation of Labor in the following resolution, unanimously adopted during the recent AFL convention in Toronto: "The new *Labor for Victory* radio program gives labor a wider opportunity to tell its story in a direct and undistorted way to the public, and your committee recommends that this convention express its appreciation to NBC for making this radio time available to the AFL."

NBC Producers Moved

SHIFT in NBC, Hollywood production duties has placed Ned Tollinger in charge of the weekly *Bob Hope Show*, sponsored by Pepsodent Co. (toothpaste, powder). Dave Elton has taken over production of the *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son (wax products). Archie Scott, formerly producer of the NBC *Bob Hope Show*, has been assigned to Red Skelton & Co., sponsored by Brown & Williamson Tobacco Co. (Raleigh cigarettes). Scott replaces Earl Ebi.



"We consider it a highlight among our local musical presentations." WDNC

• Expertly written and commercially proved radio programs are available to any ASCAP-licensed station without cost. If you are not using these programs write or wire us at once, as a new series is ready.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

WFBG
ALTOONA, PA.
- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

CANDIDATES FIGHT IT OUT

Station Offers Free Time to Get Competitors On Air for Pre-Voting Debate

ON THE PREMISE that "American radio is the ideal medium through which candidates for political office can meet their constituents on a common ground," WKIP, Poughkeepsie, publicly offered an hour-and-a-half of free time for a "public forum" to two political contestants for Congress from New York State: Hamilton Fish, Republican incumbent, and Judge Ferdinand A. Hoyt, Democratic-American Labor choice.

Both candidates agreed to the proposal, designed to give voters a chance to challenge contestants on views which may have been unexpressed, or deliberately suppressed, in the usual prepared campaign speeches.

To obviate possible embarrassment from "nuisance" questions, an impartial board of review was named to pass on all questions submitted by the public either by phone or mail.

Rebuttals and Answers

Broadcast, which was to take place Sunday, Nov. 1, 3:30-5 p.m., included 10-minute campaign summaries by each of the candidates, with an additional allowance of 10 minutes apiece for rebuttal, the remaining time to be given over to voters' questions, limited to 30 words, and the answers, not to exceed two minutes. Penalty for exceeding the time limit was a one-minute rebuttal from the opponent. Another condition was that both candidates agree to answer all questions submitted and passed by the review board, which consisted of two registered impartial independent voters, one partisan appointed by each candidate with a school principal as chairman.

In making the offer, which took the form of an open letter in the *Poughkeepsie New Yorker*, WKIP pointed out that both candidates had already used the station's facilities on the usual "paid political time" basis, stating further: "It is unfortunately true, however, of this and most campaigns, that the candidates deliver prepared speeches, carefully emphasizing issues favorable to their particular candidacy and carefully avoiding those issues that may prove embarrassing to them. . . . We believe that an American voter has a right to probe a candidate's mind, to probe into the sincerity of the views he expresses, to obtain from him views that otherwise he might avoid expressing for political reasons."

Voters Must

RIGHT TO VOTE is considered so vital by the Radio Bureau of OWI that a memorandum was mailed to all stations last Thursday advising them to broadcast announcements urging listeners to vote. Stations were told to give such announcements an AA priority from October 30 to Nov. 3 since "the failure to vote is a betrayal of our freedom."

Stations on West Coast Organize War Group to Speed Emergency Action

WITH the Fourth Fighter Command having tentatively approved a unified emergency broadcast plan as presented by Pacific Coast radio executives, a War Emergency Board of West Coast Broadcasters Assns., was formed in San Francisco Oct. 26.

Organized for the purpose of facilitating quick action, the War Emergency Board includes Harry Spence, manager of KXRO, Aberdeen and president of Washington State Broadcasters Assn.; Lee Bishop, manager of KMED, Medford, and president of Oregon State Broadcasters Assn.; Arthur Westlund, manager of KRE, Berkeley, and president of Northern California Broadcasters Assn.; Lawrence W. McDowell, commercial manager of KFOX, Long Beach, and president of Southern California Broadcasters Assn.; Van C. Newkirk, program director of Don Lee Broadcasting System; John W. Swallow, NBC western division program manager; Fox Case, CBS West Coast public relations director; Leo B. Tyson, BLUE Western division program manager.

Radio coordinators for the various districts are Maury Rider, Seattle; H. M. Swartwood Jr., Portland; George Greaves, San Francisco; Sid Fuller, San Diego. Richard F. Connor, radio coordinator of the Southern California Broadcasters Assn., is also coordinator of a special network setup and which includes every station in the three Pacific Coast States [BROADCASTING, Sept. 28].

Broadcasters, prior to the San Francisco meeting, had made complete study of an outlined coordinating system and presented their findings to the Fourth Fighter Command and Western Defense Command. Besides network executives and those of independent stations, meeting was attended by FCC, OWI and War Dept. officials, as well as William E. Kepner, commanding general of the command and his staff officers.

WABC Post to Doyle

J. E. (Dinty) DOYLE, night manager of the CBS publicity office in New York, has been appointed to the newly-created post of publicity director of WABC, network's key station in New York. For many years he served as radio editor of the *San Francisco Chronicle, New York American, New York Journal-American*, and as radio columnist for the syndicated Hearst papers.

FCC STUDIES WMUR ROLE IN ELECTION

COMPLAINTS of misuse of WMUR, Manchester, N. H., in the current Senatorial campaign by the Democratic nominee, Francis P. Murphy, former Governor of the State and chief owner of the station, were filed with the FCC Oct. 26 by Senator Styles Bridges, the Republican candidate for re-election. The FCC promptly sent investigators to Manchester.

Senator Bridges telegraphed the FCC "that political statements wholly designed to promote the candidacy of Mr. Murphy and discredit other candidates" are broadcast in news programs, and that "numerous slanderous statements tending to degrade other candidates" are being made by speakers on WMUR.

Meanwhile, Senator Ernest W. McFarland, chairman of the Senate Campaign Investigating Committee, reported that agents from his office had found no irregularities in the use of the station in the New Hampshire campaign. "Counsel for our committee found complaints about this campaign unfounded," Senator McFarland said. "Among the charges our investigators cleared up was a report that WMUR gave time without charge in behalf of Mr. Murphy."

Political Debate

RADIO POLITICAL DEBATE on a major scale was held in studios of WJR, Detroit, Oct. 2[illegible] between incumbent Sen. Prentiss M. Brown (D), and Circuit Judge Homer Ferguson (R). They went on the air with WJR News Editor George Cushing as moderator. Time was donated by WJR, in cooperation with the *Detroit Free Press*. The program was presented with a studio audience, and with newsmen and photographers present. The debate, scheduled for a half-hour, became so heated that neither candidate was content to stop at allotted time, and a succeeding half-hour was granted. Large listener response testified to success of the experiment.

* * *

GUY SAVAGE, Chicago freelance announcer, and Roy Herweg, account executive of Mitchell-Faust Adv. Co., Chicago, have collaborated on a song "We Got To Get Up Too Early" published by the Braun Music Co.

Keep Posted

WITH THIS DATA AT YOUR ELBOW

—you are equipped to get your share of business from the 12,000 national and sectional advertisers and their 1,800 advertising agencies.

NATIONAL REGISTER PUB. CO.
330 West 42nd Street New York
333 N. Michigan Ave. Chicago

RCA-NBC Answer MBS Suit Charges

Claim Plaintiff Also Uses Exclusive Option Time

RCA-NBC, in an answer filed last Wednesday in the Chicago Federal District Court, categorically denied allegations in the $10,000,000 triple damage suit brought against it by MBS last Jan. 10 and asks judgment dismissing the MBS complaint. The suit, which will be set for trial Dec. 11 by Judge John P. Barnes, charged RCA-NBC with violations of the anti-trust laws.

In reply to the MBS charges of "unlawful combination and conspiracy to injure the plaintiff," based primarily on the time-option provisions of the NBC affiliation contracts, the answer contends that "MBS has recognized the principle of the necessity of exclusive option time in the conduct of network broadcasting, but has seen fit to limit its use insofar as the limitation would injure the advertising revenue of NBC, CBS, and BLUE networks and protect and augment the present advertising revenue of MBS which would thereby enjoy a competitive advantage as a mere wire network without expenses for its lines or sustaining programs."

The RCA-NBC answer on the other hand alleges that MBS has and is operating with time-option clauses "whereby stations have been forbidden to accept any national programs from any national network other than MBS."

"In some instances," the answer avers, "stations have entered into affiliation contracts with MBS, the written form of which did not specify, but oral understanding entered into in connection therewith did specify that certain hours during the day were to be regarded as network option time which must be cleared for MBS commercial programs".

Although the case is scheduled to be set for trial Dec. 11, Government's anti-trust suits against both RCA-NBC and CBS are on Judge Barnes' calendar for the same date. Since the Dept. of Justice suit against the networks was filed ten days previously to the MBS damage suit, it will probably be argued first. It is possible that the MBS case may not come before the court before the first of the year, almost a year after compalint was filed.

The 60-page RCA-NBC answer was filed by attorneys Edwards E. Johnston, of Chicago; John T. Cahill, of New York, and Joseph A. McDonald, NBC-Chicago counsel.

"THUMBS DOWN" but it was no sign of depression at the ceremony of contract signing for a new *Whodunit?* series, weekly NBC Pacific Coast network mystery thriller. Making it official is "Inspector Christopher Case" (Jack Kirkwood), taking the print of Alfred M. Ghormley, president of Albers Milling Co. (seated). Onlookers are E. I. Harrington, Lord & Thomas vice-president, A. P. Herold, vice-president and general manager of Albers, and General Manager John W. Elwood of KPO, San Francisco.

FLY PRAISES RADIO FOR WAR EFFORTS

DISCUSSING the role of "Communications in Wartime", FCC Chairman James Lawrence Fly, in a broadcast over NBC last Saturday, praised the broadcasters for their commanding role in the war effort through the transmission of entertainment, news and Government messages.

Most of all, he said, the stations keep us informed on the events on the far-flung fronts and bring us the information and discussions necessary to bring home to us the realization of what is at stake in the war. Then he cited the electronic progress to be expected in the era following the war, expressing great hope for FM broadcasting as a direct result of its wartime use.

WLS War Director

HARRY TEMPLETON, formerly secretary to M. Clifford Townsend, Administrator of the Agricultural Conservation & Adjustment Administration and previously assistant to Gov. Harry F. Schricker of Indiana, has joined WLS, Chicago, as war program director. He was at one time manager of the Indiana State Fair.

More Girls

BECAUSE of the "impossibility of employing boys to replace CBS pages who have jointed the armed forces," Francis C. Barton Jr., CBS personnel manager, announced last week that two girls have been hired for the New York page staff for the first time. They are Nancy Martin and Georgette Finley, both new to radio.

RADIO CONFERENCE SLATED IN CHICAGO

RADIO'S WARTIME contribution to education will be discussed at the sixth annual meeting of the School Broadcast Conference to be held at the Hotel Morrison in Chicago Nov. 10-12. Over 1,000 educators, and station and network public service directors are expected to attend. Lt. Col. Edward M. Kirby, chief of the radio branch, Bureau of Public Relations, War Dept., and Lyman Bryson, CBS director of education and chief of the OWI bureau of special operations, are scheduled to speak.

Program clinics and work study groups will discuss "Radio and Vocational Guidance", "Radio and Art", "Radio and the Assembly Program" and "Radio Clubs and Work Shops".

Organization of school system radio departments will be outlined in seminars conducted by radio educators. Correlation of radio scripts, use of transcriptions, radio and the teaching of foreign languages, and class room demonstrations are also included in the curriculum arranged under the direction of George C. Jennings, acting director of the conference. The annual conference will be climaxed by awards and citations to radio stations and individuals in the Third Annual Utilization Competion, and the annual award of merit to the person who, during the past year, has made the most outstanding contribution to educational radio.

Concurrent with the meetings of the School Broadcast Conference, sessions will be held by the Assn. for Education by Radio, National Assn. of Educational Broadcasters, National Institute for Music Education in Wartime.

LaROCHE REFUTES NYE ALLEGATIONS

DENIAL that radio officials had in any way requested draft deferment for Kay Kyser or other leading radio entertainers was issued last week by Chester J. LaRoche, chairman of the board of Young & Rubicam, New York, and chairman of the Advertising Council. Mr. LaRoche's statement followed charges made in the Senate by Senator Nye (R-N.D.) that Kyser "and others" had been classified as "being more essential at home" by draft boards influenced by officials in the radio industry.

Senator Nye "is absolutely misinformed," according to Mr. LaRoche, who stated that "the interest in Kay Kyser came from the Army itself, not from any commercial source."

"I was asked, in common with several others," Mr. LaRoche's statement continues, "by a ranking general of the U. S. Army concerned with morale, and a government radio executive, for an opinion on the value of certain radio stars to the total war effort. I was glad to say, in my opinion, that the outstanding job Kay Kyser was performing for his country in the camps and on the radio made him one of the most valuable contributors to the so-called psychological war effort as it is being so skillfully developed under Elmer Davis on the OWI.

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IN VIRGINIA

5000 WATTS
DAY AND NIGHT
910 KC

EDWARD PETRY & CO. INC.
NATIONAL REPRESENTATIVES

It's Always Fair Weather

There are no dull seasons in Winston-Salem. They make it and spend it the whole year 'round. Yes and they're guided in their spending by WAIR, one of the dangdest sales producers this side of the equator.

WAIR

Winston-Salem, North Carolina

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?

WSOY

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
OCTOBER 24 TO OCTOBER 30 INCLUSIVE

Decisions . . .

OCT. 27

KEYS, Corpus Christi—Granted consent for voluntary assignment of license to newly formed partnership.

WBRE, Wilkes-Barre—Approved power of attorney for affairs of Louis G. Baltimore to his brother Albert C. Baltimore for the duration.

WHEB, Portsmouth, N. H.—Denied petition transfer control without hearing.

WDSU, New Orleans, WMIS, Natchez, Miss., WGRM, Greenwood, Miss.—On commission's motion continued hearings from Nov. 17 to Dec. 9 on renewal of licenses; hearing to be held in New Orleans.

WKBZ, Muskegon, Mich., New Ludington Broadcasting Co., Ludington, Mich.—Designated for hearing applications for CPs (1) for WKBZ to shift from 1490 to 1450 kc; (2) for new station on 1490 kc. with 250 w unlimited.

NEW, Chattahoochee Broadcasting Co., Columbus, Ga.—Designated for hearing application for CP on 1450 kc. with 250 w unlimited.

Temporary renewal of license granted: KGFJ WCRW KSEI.

KIEM, Eureka, Cal.—Denied special service authorization for 1 kw. nights.

OCT. 28

WCLE, Cleveland—Granted motion to amend application to request change of frequency only.

WFAS, White Plains, N. Y.—Denied petition to reconsider action of May 19 rejecting application to modify license.

WPRA, Mayagues, Puerto Rico—Adopted order making final proposed findings of fact and conclusions (B-152) granting renewal of license.

NEW, Puerto Rico Adv. Co., Arecibo and San Juan, Puerto Rico, and Caribbean Broadcasting Assoc., San Juan—Denied applications for CPs.

Applications . . .

WTBO, Cumberland, Md.—Transfer of license from Aurelia S. Becker as administratrix of estate of Frank V. Becker to her own name.

WJW, Akron—Modify CP to move studio from Akron to Cleveland, move and change type of transmitter, extend completion date.

Tentative Calendar . . .

WIOD, Miami—CP for 610 kc., 5 kw N, 10 D, unlimited (Nov. 2).

KXO, El Centro, Cal.—Modify CP for 1230 kc., 100 w unlimited (Nov. 2).

WHEB, Portsmouth, N. H.—Transfer of control (Nov. 6).

CBC Staff Shift

JEAN MARIE BEAUDET, Quebec regional program director for the Canadian Broadcasting Corp. at Montreal, has been moved to the CBC national program office at Toronto and will devote himself entirely to the creative and artistic side of broadcasting as CBC supervisor of music, according to an announcement Oct. 28 by Dr. A. Frigon, CBC assistant general manager. Beaudet will pay particular attention to French-language network programs, and will act as liaison officer between French and English CBC network programs. Dr. Frigon will have immediate control over French network programs, assisted by an administrative committee consisting of Beaudet; Omer Renaud, station manager of CBC Montreal studios; J. Arthur Dupont, CBC French-language commercial manager, Montreal; Leopold Houle, CBC French press and information representative.

STAR RADIO PROGRAMS, New York, is again marketing its *Christmas Tree* script series comprising 25 half-hour scripts designed for live presentation and calling for one-man production.

in the CONTROL ROOM

KENNETH RAYMOND, formerly of RCA Victor Co., Kansas City, has joined the engineering staff of KOA, Denver, replacing George Pogue, who went to KOA transmitter. Douglas Kahle, studio engineer, will leave for Washington for service with the Army-Navy Production Expediting Agency.

CHARLES DROCK, formerly of WTTM, Trenton, N. J., has joined WIP, Philadelphia, as an engineer.

ED GRECCO, engineer of WHN, New York, recently appointed warrant officer in the Navy, has left the station to report for duty at a Texas naval base.

ANDY BROWNING, assistant chief engineer of WTAG, Worcester, has been appointed chief engineer. H. H. Newell, who formerly combined this post with that of consulting engineer, continues in advisory capacity.

JAMES CARNEY, control room operator of WCED, DuBois, Pa., has joined the control room staff of WKZO, Kalamazoo. George Ludtke, engineer of WKZO, recently became the father of a girl.

FRED LOWELL, engineer of WNBC, Hartford, has resigned to take a position in New York.

LESTER L. WASHBURN, former studio engineer of NBC Chicago, has been promoted to the rank of captain in the Army Signal Corps.

ROBERT ENGLE, of Seattle, has placed Vernon Wilson as control room operator of WELI, New Haven. Mr. Wilson has become a laboratory technician at MIT, Cambridge.

WALTER NINNEMAN, formerly of WOSH, Oshkosh, Wis., has joined WIGM, Medford, Wis., as chief engineer.

BOB PETERSON, control room chief of KYSM, Mankota, Minn., has been called for Army service.

GEORGE McCURDY, chief engineer of CKLW, Windsor-Detroit, has joined Northern Broadcasting Co., as chief engineer of the eight stations operated by the organization. He will make his headquarters at CKWS, Kingston, Ont.

HOMER POPE, operations supervisor of KOMO-KJR, Seattle, recently married Ardella Stoen.

ED ROMAN and Roy Andriesse, formerly in guest relations at KPO, San Francisco, have been transferred to sound effects. Bobby Wood, formerly of the mail room staff, is now in the engineering department.

PERRY HUFFMAN, transmitter engineer of KYW, Philadelphia, has received a commission in the Army Air Corps.

JUAN TRASVINAS, of the sound effects department of KPO, San Francisco, recently was inducted into the Army.

BERNIE STEVENS, engineer of WOV, New York, is the father of a boy.

PERRY ESTEN, formerly chief engineer of WENY, Elmira, N. Y., on Nov. 5, joins WGRC, Louisville, as chief engineer.

Azcarraga Honored

EMILIO AZCARRAGA, president of Radio Programs de Mexico, owners of XEW and XEQ, Mexico City, has been named a member of the Supreme Defense Council of the Republic of Mexico by the president of that country. This body is composed of the cabinet, representatives of the nation's legislative and judicial bodies, and by a small group of financial, commercial and industrial leaders, presided over by the president.

Mr. Azcarraga

Studio Notes

SALESMEN of the BLUE and WJZ, New York, costumed as beaux of the Gay Nineties, were guests at a party designed to highlight the entertainment value of *Those Good Old Days*, regular BLUE program presented by entertainers from the Gay Nineties, New York cafe, assisted by guest stars. Party wended its way via horse and buggy to the cafe.

WTAG, Worcester, has been licensed by FCC to operate the city's first relay broadcast station wih call letters WBEE, according to E. E. Hill, managing director. The new portable-mobile station supplements the portable recording equipment which has been used extensively by WTAG in the past at fixed points remote from the studios. WBEE is capable of transmitting a radius of 15 miles.

WITH the newsroom of WNAX, Yankton, S. D., recently moved to the Sioux City studios, the station has appointed Whitey Larson head of its news department. His assistant will be Jack Nott, formerly of KARK, Little Rock, recently honorably discharged from the Marines because of physical disability incurred during active service.

COMPLETE SURGICAL operation was broadcast over Mutual through WHB, Kansas City, Oct. 14 during 15th Clinical Assembly of American College of Osteopathic Surgeons. From behind glass panels of an operating room observation booth at Conley Clinical Hospital, progress of the operation was described by Dr. Orel F. Martin, of Boston, and Dick Smith, program director of WHB.

WQXR, New York, has bought the broadcast rights for a series of 16 Sunday concerts by the New Friends of Music, heard last season on WJZ, New York. Program started Oct. 25, presenting the last half-hour of the concerts.

SECOND ISSUE of the CBS "Radio Roll Call" has been mailed to Army camps throughout the country where former CBS employes are stationed. Edited by Harry Feeney of the CBS publicity staff, the "Roll Call" contains news and notes about CBS war shows or other programs and personalities of interest to the CBS men.

KSAN, San Francisco, has opened studios in San Jose, 50 miles south of San Francisco. The studios were dedicated by the presentation of a new thrice-weekly commercial program, *Trading Post*, patterned as a radio auction.

KGKO, Fort Worth, broadcast ceremonies during which the Army-Navy "E" was awarded to Universal Building Products Co., Dallas.

Network Accounts
All time Eastern Wartime unless indicated

New Business

GILLETTE SAFETY RAZOR Corp., Boston, on Nov. 6, 10 p.m. will sponsor the Ray Robinson-Vic Dellicurti boxing bout on 207 MBS stations, and on Nov. 13, 10 p.m., will sponsor the Allie Stolz-Bummy Jack bout on 207 MBS stations. Agency: Maxon Inc., N. Y.

LOS ANGELES SOAP Co., Los Angeles (Scotch soap), on Oct. 26 started for 52 weeks, *Art Baker—News*, on 3 NBC California stations (KFI KPO KMJ), Mon. thru Fri., 10:30-10:45 a.m. (PWT) Agency: Raymond R. Morgan Co., Hollywood.

PEPSODENT Co., Montreal (toothpaste), on Oct. 23 started *Theatre de Chez Nous* on CKAC, Montreal; CHRC, Quebec, Fri. 9-9:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

RCA VICTOR Co., Montreal (institutional), on Oct. 29 started *Voice of Victory* on 30 Canadian Broadcasting Corp. stations, Thurs. 8:05-8:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

NORTHERN PUMP Co., Minneapolis (war equipment), on Oct. 28 only sponsored graduation exercises of Great Lakes Naval Training Station on 116 CBS stations, Wed., 5-5:30 p.m. Agency: BBDO, N. Y.

SHERWIN-WILLIAMS PAINT Co., Cleveland, on Nov. 29 resumes *Metropolitan Auditions of the Air* on 137 BLUE stations, Sun., 6:30-7 p.m. Agency: Warwick & Legler, N. Y.

Network Changes

SERUTAN Co., Jersey City (proprietary), on Nov. 15 shifts Drew Pearson from 28 BLUE stations, Sun. ,6:30-6:45 p.m., to 55 BLUE stations, Sun., 7-7:15 p.m. Agency: Raymond Spector Co., N. Y.

CBS Los Angeles Pact With AFM Ready Soon

NEW contract between CBS and Los Angeles Musicians Mutual Protective Assn., Local 47, is being worked out and was expected to be presented to network officials in early November for signing. Though union officials would not divulge context of the proposed CBS contract, it is reported as similar to that recently signed with NBC which calls for an average 5% wage raise over the present scale, reduction of working week from six to five days and an increase in number of staff musicians employed.

Contract recently signed with NBC, Hollywood, calls for salary raises of staff musicians from $85 to $95 per week for each man, with hours increased to 20 instead of 18 weekly as in the past. Staff orchestra has also been increased from 16 to 24 men with NBC now permitted to sell the aggregation on a Pacific Coast commercial.

Convention by Radio

WARTIME TRAVEL restrictions have caused the New York State Teacher's Assn. to hold its convention by radio for the first time in its 97-year history. A State hook-up of seven CBS stations will be used Nov. 12, 3:30-4 p.m., for a broadcast to which 48,000 teachers have been urged to listen. Groups of teachers throughout the State are to meet locally to consider wartime teaching problems and to discuss issues presented on the program. It is estimated that 1,000,000 school children, and 2,000,000 parents will also hear the broadcast. Gov. Herbert H. Lehman, and various education officials will speak.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Program Director Wanted—Prominent midwest 5KW basic Network Station has opening for thoroughly experienced, reliable, sober program director. Exceptional opportunity offered the man who can keep his feet on the ground and become a substantial citizen in a metropolitan city of half a million population. Reasonable salary and advancement. All replies confidential. Box 981, BROADCASTING.

Announcer—High class commercial man immediately. Metropolitan market of one million. AFRA 5 day 40 hour week. Give full details and references. Box 3, BROADCASTING.

Chief Engineer—($210) and Operator—($167.50)—Good voices required, combination work, new California 1KW regional station. Box 977, BROADCASTING.

ANNOUNCER-ENGINEER — Any ticket. Permanent. Box 979, BROADCASTING.

Midwest Local Has Opening—For first class operator, also full time announcer. Position should qualify you for draft deferment as these are essential placements. Reasonable living conditions. State salary expected. Apply immediately. Box 983, BROADCASTING.

Announcer—Experience unnecessary. Write complete details. Box 985, BROADCASTING.

Experienced Radio Salesman—Straight salary. State experience and references. Address Sales Manager, WCAU, Philadelphia.

Any Class Operator—Experience unnecessary. Write complete details. Box 984, BROADCASTING.

Radio Operator Wanted — Unusual immediate opening. Experienced man, with first-class license, able to teach students. Good salary. Box 986, BROADCASTING.

Immediately—Young lady for traffic, copy writing, special events announcing. Modern local station. Box 991, BROADCASTING.

Experienced Announcer—Immediately. Good salary. Permanent. Send draft status, transcription. WHIT, New Bern, North Carolina.

Announcer-Salesman — Live N. Y. Local. Salary-commission-bonus. Complete details first letter. Box 2, BROADCASTING.

Wanted by Strategic 5,000 Watt Alaskan Station—Combination announcer, copy writer . . . a man who can also service accounts and run a studio control board. Single man, under thirty years of age preferred. Any draft status except 1-A acceptable. Starting salary between $225.00 and $250.00. Write W. K. Foster, KFAR, Fairbanks, Alaska.

WESTERN STATION WANTS—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice, reading news and commercial copy. Fly-by-nights please don't apply. Desire person who wants permanent position. Box 994, BROADCASTING.

Announcer—Versatile, capable, congenial. Good opportunity right man. State experience. New York State. Box 999, BROADCASTING.

Chief Engineer—Draft Exempt. State qualifications and references. Box 993, BROADCASTING.

Announcer—$42 to start. WFDF, Flint, Michigan.

Help Wanted (Cont'd)

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

Salesman—Capable, hard worker, make real money, commission, bonus. New York State. Draft exempt. Box 1, BROADCASTING.

Operator—License any class qualified operate broadcast station. Start $130.00 a month, advancement as justified. WGH, Newport News, Virginia.

First or Second Class Operator—Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

Situations Wanted

ATTENTION, STATION OWNERS—Here is just the combination you want. A station manager and a program director who really know the ins and outs of radio and through five years of working together at local and regional stations have developed the close cooperation necessary to successful operation. If you need such a combination and realize its advantages, write Box 988, BROADCASTING.

Continuity, Sales, Sports—Draft 4F. College Graduate. Experienced. Box 978, BROADCASTING.

ENGINEER—First class license. Married, child. Box 980, BROADCASTING.

Engineer—Fourteen years' experience manufacturing, installation and operation. Consider chief at substantial salary. Prefer East but not essential. Draft 3A. Box 982, BROADCASTING.

Engineer—Eight years broadcasting, five years chief engineer IV station. Year installation and maintenance FM communication equipment. Thirty one, family, IIIA. Now employed. Prefer South, Southwest, or Rocky Mountain States. Box 989, BROADCASTING.

Experienced Studio Engineer—Also transmitter, recording. First phone. 4F, employed. Permanent. $50. Box 990, BROADCASTING.

EXEMPT GENIUS?—Well, hardly. Experienced announcer (25), deferred, now available. Eastern Net Affiliate preferred. Box 992, BROADCASTING.

Station or Commercial Manager—Ten years' experience in selling and program building in NBC and CBS stations. Five years at 50,000 NBC Red Affiliate, also Metropolitan newspaper experience. Married, one child, draft exempt, permanent job desired. Box 997, BROADCASTING.

Engineer—Three years' experience all phases broadcasting. First class phone license. Classified 4-F. Married. Box 995, BROADCASTING.

Announcer—Married—2 children. 3-A in draft. Two years' experience on network affiliate and independent stations. Handled news, remotes, sports, special events. (State maximum starting salary.) Box 996, BROADCASTING.

PROGRAM DIRECTOR - ANNOUNCER—Seven years' experience directing, producing commercial and sustaining shows. Six years baseball play-by-play. All sports play-by-play and commentary. News and special events; continuity; draft exempt. Locate anywhere, south or southwest preferred. Minimum salary $65 weekly. Employed—available on two weeks' notice. Box 4, BROADCASTING.

Wanted to Buy

WILL BUY OR LEASE RADIO STATION—Have $6,000 as down payment on control, or will consider five year lease in proper market. Experienced, college, draft exempt, now manager in major market . . . will acknowledge all replies. . . . strictest confidence observed. Box 976, BROADCASTING.

For Sale

For Sale—One 6B Western Electric 1 KW Transmitter complete in good condition. Further details write Box 987, BROADCASTING.

Portable Phonograph Recording Equipment—Complete. High Fidelity. Little used. Bargain. Box 998, BROADCASTING.

One Currently Approved 250 Watt Transmitter—In original box, used short time at 100 watts. $1750.00 cash. One GR 516-C RF Bridge, Supreme Signal Generator, and GR Cables, used only seven hours, $225.00 check delivers. Fred Grimwood, Owner, KLCN, Blytheville, Ark.

H. J. MANDERNACH, newly appointed sales manager of the Replacement Tube Section of General Electric's radio, television and electronics department, Bridgeport, Conn., has been designated to handle replacement sales of all types of electronic tubes handled through distributors including tubes for radio receivers, transmitters, industrial control and power applications.

New Westinghouse Setup

ELECTRIC Appliance Division is the new name given to Westinghouse Electric and Mfg. Co.'s merchandising division, according to J. H. Ashbaugh, manager. The change was made because the new name better indicates the manufacturing facilities at the Manfield, O., and Springfield, Mass., plants. The division is producing only for war now but will later build electrical appliances to meet future needs.

POSTER STAMPS A TIMELY ANSWER

FOR AN EFFECTIVE PREMIUM PROGRAM

Replaces plastics or metal. Investigate this proven quick action premium program. Exclusive applications can tie-in with products, travel and resorts. Interesting and appealing. Send for case histories and detailed information of How You Can Use Poster Stamps Effectively — at Low Unit Cost. No obligation.

Mid-States Gummed Paper Co.
2515 S. Damen Avenue, Chicago, Ill.

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An Organization of
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BROADCASTING
FOR
RESULTS!

Lucky Strike, Pall Mall Replies Deny FTC Advertising Charges

Four Cigarette Cases Await Hearings as Major Tobacco Firms Stand by Promotion Claims

COMPLAINTS of the Federal Trade Commission against four major tobacco firms for alleged misleading advertising, were ready for hearing following filing of the answers Oct. 26 of American Tobacco Co. (Lucky Strikes), and its subsidiary, American Cigarette & Cigar Co. (Pall Malls).

All four companies have now denied the Government's complaint, and under FTC procedure hearings must be held before further action is taken. R. J. Reynolds (Camels) and Philip Morris filed their answers Sept. 29 and Oct. 2, respectively.

Lucky Strike, in its answer, admitted making most of the claims cited by the FTC, but affirmed that to the best of its knowledge such advertising was not false or misleading. The firm also pointed out that its famous "It's Toasted" claim, one of the chief items challenged by the Government, had been studied by an FTC board of review in 1930, and that a stipulation signed at that time defined the conditions under which the slogan was used.

Pall Mall Answer

Pall Mall likewise signified it would defend all its advertising slogans, and in addition denied it deceived the public into believing that Pall Malls are an English cigarette.

The Lucky Strike reply made no concessions to the FTC. The firm maintained, despite the Government's challenge, that its cigarettes are "toasted"; that among independent tobacco experts, buyers, auctioneers and warehousemen Lucky Strikes have twice as many exclusive smokers as all other cigarettes combined; that Luckies are not as irritating as other brands; that they offer throat protection and are easy on the throat; that Luckies offer protection from throat irritation and coughing.

In three instances, however, Lucky Strike replied that its advertising had not been correctly set forth in the complaint. The exceptions questioned an FTC generalization that the advertising quoted "represented and still represents" certain claims. Lucky Strike replied that its advertising no longer implies that Luckies are less acid than other brands; that other popular brands contain 53 to 100% more acidity; that Luckies contain less nicotine than do competing brands; but that it did use substantially the first two claims in 1936 and the third in 1940.

Lucky Defends Claims

Lucky Strike maintained that in purchasing tobacco, the firm consistently paid higher average prices than the average of the market, and has purchased what was, in its opinion, "the lighter, the finer, the milder tobacco, the cream of the crop."

The firm admitted that the better grades are not entirely consumed by Lucky Strike. But, the reply says, "while it is not the only cigarette manufacturer that purchases the better grades of tobacco, it does, on the whole purchase, for use in Lucky Strike Cigarettes, tobacco which, in its judgment, is better in quality for smoking than the tobacco purchased and used by manufacturers of competing brands."

Lucky Strike closed its reply by reminding the FTC that commencing about Oct. 28, 1930, the entire subject of the "toasting" process had been studied by the Commission, and that hearings had been held and scientific information presented. After a report, the Commission declined to consider the "toasting" advertising as unfair competition, and in April, 1932 dismissed the application for a complaint, following entry of a stipulation limiting the use of medical testimonials.

Pall Mall's reply defended the firm's position in advertising that the cigarette causes noticeably less finger-stain, or none at all; and that finger-stains become lighter or tend to disappear when Pall Malls are smoked. These claims, the firm said, "have been established as a scientific fact by independent research." Pall Mall denied that the coat of arms used on its containers represent the product as English or as endorsed by the royal family of England, or made in London, or that the seal in form or pattern was distinctly a British coat-of-arms.

Killed in Action

STANLEY KOPS, former continuity writer of KFWB, Hollywood, was killed in action during battle of Solomon Islands, according to advices received here. He joined the Marine Corps shortly after outbreak of the war.

PETRIE, WEAF, WINS ANNOUNCING AWARD

HOWARD A. PETRIE, NBC announcer since 1930, currently on the staff of WEAF, NBC New York outlet, last week was named national winner in the 1942 H. P. Davis Memorial Announcers Awards, given annually to competing staff announcers of NBC-owned, operated and affiliated stations. The four sectional Davis awards—one for each time zone—went to Lorne Greene, chief announcer of the Canadian Broadcasting Corp. at CBL, Toronto; Fred Moore, WGL, Fort Wayne; Gil Verba, KOA, Denver; Ted Meyers, KFI, Los Angeles.

Mr. Petrie

Presentation of the gold medal and $300 to Mr. Petrie and the signet rings and certificates to the other four winners took place Nov. 1 on a special NBC broadcast with A. L. Ashby, NBC vice-president and general counsel, making the awards.

Established in 1933 by Mrs. H. P. Davis in memory of her late husband, pioneer Westinghouse executive and first board chairman of NBC, the awards are given by a board of judges headed by Marjorie Stewart, founder of the Microphone Playhouse in Pittsburgh. Selection is made on the basis of personality, diction, adaptability, voice and versatility, as evidenced by recordings made without the knowledge of the contestants during their regular assignments.

J. DOUGLAS FORTUNE, industrial sales engineer of Thordarson Electric Mfg. Co., was fatally injured while piloting a plane near Chicago Oct. 17.

Drawn for BROADCASTING by Sid Hix

"I Wish the Senator Would Quit Shouting—He's Going to Blow the Tubes!"

FTC Charges Hit Ipana Advertising

Toothpaste Firm, Two Agencies Are Cited for Claims

CHARGING misrepresentation in the advertising of Ipana toothpaste on the air and in other media, the Federal Trade Commission Oct. 31 issued complaints against Bristol-Myers Co., New York, and Pedlar & Ryan and Young & Rubicam, agencies servicing the account.

The complaint charges the three firms misrepresented the properties of the toothpaste, attacking particularly the "pink toothbrush" and "smile of beauty" slogans.

"A beautiful smile or increased popularity are dependent on many factors which would not be influenced by using the product" the FTC complaint says, adding that in some cases yellow stain may be caused by tobacco and would not be whitened by use of the product.

Pink Toothbrush

Turning to the "pink toothbrush" ads and the supporting claims that Ipana prevents "gum trouble caused by the current American diet of soft, creamy, well-cooked foods", the FTC charges that "the product has no substantial therapeutic properties of value in the prevention of so called 'pink toothbrush gums,' and there "has been no change of diet of the American people which has been of any consequence so far as the gums are concerned, as healthy conditions of the gums is not dependent on the amount of exercise they receive in chewing food."

The complaint also charges that the number of dentists using and recommending the product does not indicate the number who actually chose it because of belief in its efficiency "for the reason that the product has for many years been distributed lavishly and gratuitously among dentists." Answers must be filed in 20 days.

Spadea in Army

JOE SPADEA, manager of the Chicago office of Joseph Hershey McGillvra, station representatives, has joined the Army Air Forces as a radio technician. He started training Nov. 2 at Wright Field, Dayton. A veteran in the representative field, Mr. Spadea was formerly Detroit manager of Edward Petry & Co., and previously held the same post with the Scott Howe Bowen organization. Successor to Mr. Spadea has not been named. Walter Bedell, formerly of the sales staff of WAAF, Chicago, WOW, Fort Wayne and WISN, Milwaukee, last week joined the Chicago sales staff of the McGillvra organization.

XUM

KWIK KWIZ

FOR MILITARY-MINDED ADMEN

As you were, gentlemen . . . where advertising is concerned, there is no time to let your company halt. Sound sales strategy calls for an all-out offensive in this wealthier-than-ever Midwestern sector. In mapping your attack and choosing your task force, remember that KMBC is "9 Ways the Winner" hereabouts. In this area, it's the only basic station of CBS—by surveys, Kansas City's favorite network. KMBC is first in public service—well ahead in production and program promotion. KMBC leads in Kansas City listeners more often than any other station—and carries a larger volume of national spot business than any of its competitors. If you want your sales to go over the top instead of A.W.O.L.—just give KMBC a command. We'll lay down a barrage of promotion behind which you can advance straight to your objective.

K _ _ _ _ _ _ _ _

M _ _ _ _ _ _

B _ _ _ _ _ _ _

C _ _ _ _ _ _ _

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

THE ANSWERS

K IS KNAPSACK
M IS MORTAR
B IS BAYONET
C IS COLONEL